

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

and The Flavor Field

82nd YEAR

AUGUST, 1959

C. E. BICKFORD & CO.
COFFEE BROKERS
AND AGENTS

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427 Gravier St.

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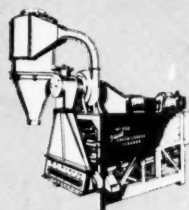
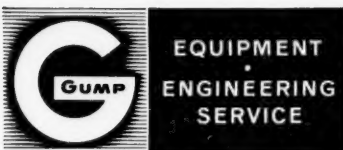


The cherry is picked by hand in Colombia, for only the deep red cherry must be harvested. In order to ensure crops of uniform ripeness and quality, the picker returns to the tree many times during the harvesting season. Such selective harvesting is one of the factors reflected in the superior aroma and flavor of Colombia's premium coffees. It is one of the many reasons why coffee from Colombia is the best in the world.

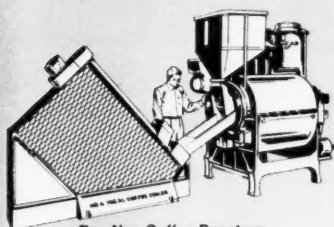
National Federation of Coffee Growers of Colombia

120 WALL STREET, NEW YORK 5, N. Y.

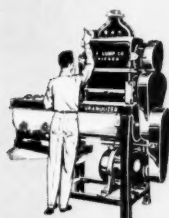
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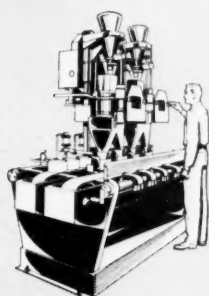
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Gump Coffee Granulizers



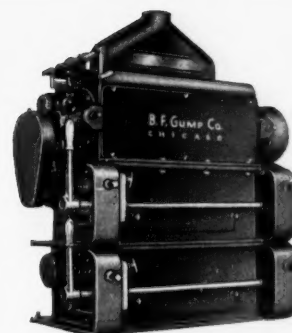
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Write for literature on
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GUMP EXCHANGE HEAD PLAN



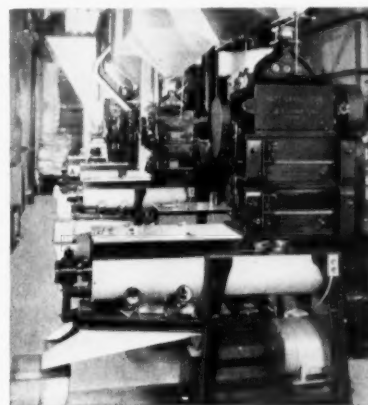
*helps you build your reputation for
consistently uniform, full-flavored grinds*

It's no problem, with Gump Coffee Granulizers, to produce, consistently, the full-flavored, clean-cut, uniform grinds that help sell more coffee. The Gump Exchange Head Plan makes it easy—and economical—to keep grinds up to strictest quality standards, year after year.

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Gump Coffee Granulizers are available in eight sizes and models, for producing cool, clean-cut, uniform grinds in an infinite range of granulation sizes—in capacities ranging from 400 to 4000 pounds per hour.



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Coffee

Angola

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JUNTA DE EXPORTAÇÃO DO CAFE

• RUA AUGUSTA 27
LISBOA-PORTUGAL

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy, August 1959 Vol. 82, No. 8. Second Class Postage paid at New York, N. Y.

CAN YOU AFFORD TO BE WITHOUT "ADVANCES IN COFFEE PRODUCTION TECHNOLOGY"?

For importers and roasters in consuming countries, "Advances in Coffee Production Technology" holds clues to the future of the product on which their business is based.

For coffee growers, shippers, their organizations and governments, the book puts between two covers material affecting many immediate and long range aspects of coffee growing.

For libraries and research organizations, it is an important source of information on a vital commodity.

"Advances in Coffee Production Technology" is a worldwide summary of coffee research. It outlines existing knowledge and shows the direction of efforts to extend that knowledge. Top coffee scientists cooperated in preparing the material and consider it an important working tool.

This is the material in the special November, 1958, issue of *Coffee & Tea Industries* (formerly *The Spice Mill*) which immediately became one of the most widely sought after publications to appear in this industry.

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Factors affecting the inherent quality of green coffee

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summer after summer

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BRAZILIAN
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Every U.S. citizen buying coffee has free choice among scores of kinds and brands available. And yet, year after year, the Brazils continue to outsell all others—both for hot coffee and for iced. This consumer preference is a tribute to the quality and variety of the Brazils. They satisfy a wider range of taste with their rich

BRAZILS ARE PREFERRED



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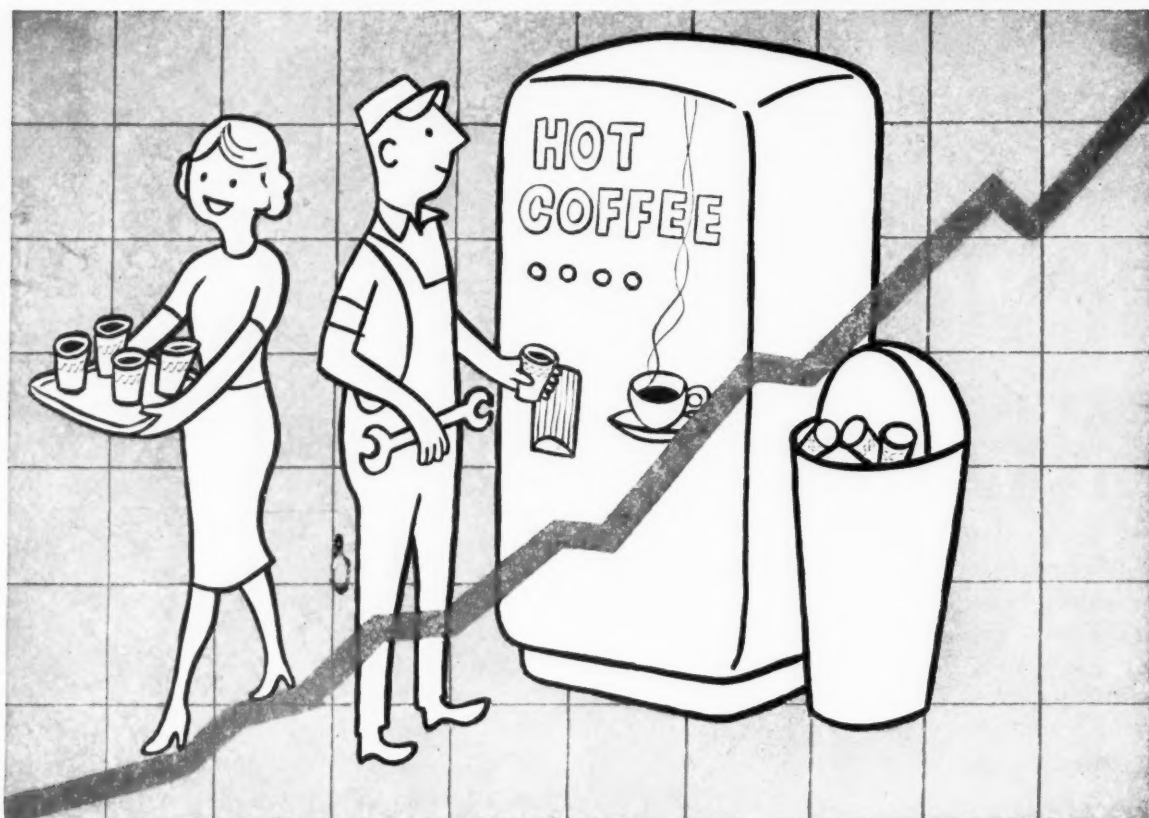
body, full flavor and fine aroma. Particularly in iced coffee, these elements of the supreme quality of the Brazils will prove themselves again this summer. For they will not be dissipated by the refreshing chill. As more people drink more iced coffee, you can be sure that they will drink more Brazilian coffee.



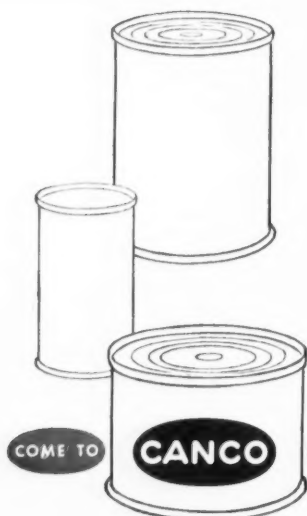
**THE
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COFFEE INSTITUTE**

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Fact: More and more coffee is
being sold through vending machines



Question: Are you set to sell
in this fast-growing market?



You see signs of it wherever people congregate . . . you read about it in the trade press—sales of coffee through vending machines are at an all-time high and still growing fast!

What's more, this is almost all extra business, non-competitive with coffee consumed in homes. Machine vending offers roasters a new and rapidly-expanding market with a tremendous sales potential.

Canco technicians will help you develop an efficient package for ground coffee, liquid concentrate or soluble powder . . . a *vacuum-packed* container that will enable you to supply your fine blend at its *freshest*. You can count on prompt delivery from a nearby Canco plant, as well as the many other services Canco offers. Give the man from Canco a call this week!

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COFFEE & TEA INDUSTRIES and The Flavor Field

Formerly **THE SPICE MILL**

COFFEE & TEA INDUSTRIES *and The Flavor Field*

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82nd Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

AUGUST, 1959

"I see the Pan American Coffee Bureau's new consumer ad campaign stresses properly brewed coffee..."



Murray Kaplan
Vice President
Cecilware-Commodore

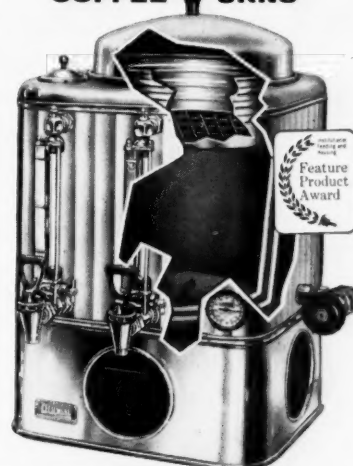


Louis Kaplan
President
Cecilware-Commodore

"That's another good reason why everybody needs Cecilware urns —They'll be judged more than ever by the coffee they serve!"

BREW IT BY THE GALLON IN THE distinctive new Series '61'

CECILWARE COFFEE URNS



Featuring the remarkable **GRIDDED RISER**

TWO STEPS... Draw & Pour!

COFFEE BREWING INSTITUTE'S URN BREWING METHOD



The Gridded Riser, recommended by the Coffee Brewing Institute, is Cecilware's new quick-acting coffee basket that utilizes a standard bag and removes the droop. It forces all the water to filter faster through the coffee bed for uniform and correct extraction. You get coffee from Cecilware '61 urns exactly as demonstrated by the Institute.

Coffee made in "Series '61"—modern as the year 1961, tastes so good it creates the demand for second cups. 3 or 5 gallon sizes in Twin or Single urns, both with extra-large water capacity. Twins from \$405; singles from \$205. See your equipment dealer now and send for new catalog.



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BECAUSE ONLY FROM BURNS DO YOU GET: THE ROASTER YOU NEED

Quality known, Burns Thermalo batch Roasters are available in standard "packaged" roasting plants with all auxiliary equipment, or with installation plans drawn to suit your specific operations. (Continuous Roasters, too—and, for the plants that need them, smaller roasters for limited or small lot roasting.)



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Complete "push button" automation of the roasting department or any degree of automatic control that best fits in with your method of operation—is available by planning with Burns engineers.

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Four offices about the country put Burns engineers always close at hand to answer your questions...help you solve any roasting problems...make recommendations on the equipment and methods that will coordinate the rest of your plant with the roasting process...recommendations based on 90 years of experience in the coffee trade.

JABEZ BURNS AND SONS, INC.
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how does your brand stand?

**You can get a surprising amount of data on brand status —
and for free. Many newspapers, some radio stations, a
few magazines run continuous surveys. Here's a C&T
compilation on what's available and where to get it . . .**

One question is always in the mind of any coffee or tea marketer: "How does my brand stand?"

The answer is not just a matter of your own sales figures. There are also the other brands. The answer is a matter of *relative* standing.

One source for such information is the research department of the consumer advertising medium. Newspapers, particularly, and some radio stations and magazines, have worked at finding out about brand movements.

The surveys, in the main, are of the in-home interview type. In this kind of survey, the interviewer comes into the home and checks the products on hand.

Some of the publications use store-movement tabulations, based on what's in the shopping baskets at the check-out counters.

A third type of survey utilizes the mails. A questionnaire is mailed to the subscriber, who fills it out and returns it, in person, to the publication. At that time, qualifying questions are asked to insure accuracy.

The survey results fall into two main groups. Generally, they are given in percentage of market. Some of the store-inventory surveys are reported in number of units sold, per brand.

As a service to the industry, COFFEE & TEA INDUSTRIES has compiled a list of many of the surveys available, a brief description of each, and information as to where to get it.

12th annual consumer analysis: a survey of families buying ground and instant coffee and instant tea. The survey covers the years 1955-59. *San Jose Mercury and News*, San Jose, Calif.

Brand survey: an in-home pantry inventory of ground and instant coffee and tea bags. The survey covers 1955-59 and compares these years with 1950. It also breaks down usage by age groups. *The Washington Post and Times Herald*, Washington, D. C.

Top ten brands in Miami: a household purchasing survey covering ground and instant coffee, loose tea and tea bags. The survey covers 1956-58 and also includes chain grocery product availability during the survey. *The Miami Herald*, Miami, Fla.

Consumer analysis: this is the seventh annual survey of the Honolulu market on consumer preferences for ground and instant coffee in Honolulu for 1955-59 and in Oahu for 1958-59. *Honolulu Star-Bulletin*, Honolulu 2, Hawaii.

Consumer analysis: an in-home mail survey covering instant coffee, ground coffee and tea. This the fourth annual survey and it compares results with 1956-58. *Chicago Daily News*, Chicago, Ill.

Third consumer market survey: an in-home survey of ground and instant coffee and of tea, among the Negro families, in Chicago. *Chicago Defender*, 3435 So. Indiana Ave., Chicago 16, Ill.

Chicago Tribune consumer survey: an in-home survey of ground and instant coffee by income groups and package sizes. *Chicago Tribune*, Chicago, Ill.

A report of grocery buying habits and grocery brand preferences among Midwest farm families: this survey covers five farm publications circulating in eight states. The survey breaks down purchases of ground and instant coffee, loose tea and tea bags, by states. *Midwest Farm Paper Unit*, 35 E. Wacker Drive, Chicago, Ill.

Monthly grocery inventory: a grocery inventory of ground and instant coffee and tea. This survey breaks down the stores by size and indicates the products' percentages of distribution by stores. *The News-Sentinel*, Fort Wayne, Ind.

14th annual consumer analysis of the Indianapolis metropolitan market: an in-home survey covering loose tea, tea bags, ground and instant coffee. The survey also includes

data indicating meals at which coffee is served and a comparison of coffee and tea users. It also shows dealer distribution among chain and independent grocers. *Indianapolis Star*, Indianapolis, Ind.

Brand inventory in the homes of Iowa subscribers: an in-home inventory of ground and instant coffee and loose tea. The survey covers selected years from 1953 to 1958 and also compares brand use by city and farm families. *Des Moines Sunday Register*, Des Moines, Iowa.

Third market analysis: covers instant and ground coffee purchases for 1956-58. *Shreveport Times*, Shreveport, La.

Homemaker survey No. 11: a home-interview study of ground and instant coffee and of tea. The study includes the entire state of Minnesota as well as Hennepin County. It also breaks down product use by city and farm area. In addition, the survey indicates the percentage of users of the various types of grinds. Years covered are 1954-58. *Minneapolis Star & Tribune*, Minneapolis, Minn.

Food brand preference among Nebraska farm homes: a mail survey of in-home use conducted among subscribers covers instant and ground coffee, loose tea and tea bags. *Research Dept., The Nebraska Farmer*, Lincoln, Neb.

15th annual consumer analysis of the greater Omaha market: a mail-questionnaire survey of home use of ground and instant coffee covers 1955-59. *Omaha World-Herald*, Omaha, Neb.

Grocery inventory: a monthly report of distribution and turnover based on a 120-store panel representative of the New York City and suburban market. The survey, covering ground coffee, includes New York City, Nassau and Suffolk counties, on Long Island, Fairfield County in Connecticut, Rockland and Westchester counties in New York and Union, Hudson, Passaic and Bergen counties in New Jersey. *New York World-Telegram and Sun*, 125 Barclay St., New York, N. Y.

Pulse survey of coffee: a survey of ground and instant coffee use by listeners and non-listeners. The survey covers

selected months between May, 1954, and April, 1958. *Radio Station WQXR*, 229 W. 43rd St., New York, N. Y.

Pulse survey of tea: a survey of tea use by listeners and non-listeners. The survey covers selected months between March, 1954, and April, 1958. *Radio Station WQXR*, 229 W. 43rd St., New York, N. Y.

Survey of brands used in the home: a brand usage survey covering regular and instant coffee and loose tea, tea bags and instant tea. *Asheville Citizen-Times*, Asheville, No. Car.

Food survey: an in-home survey of ground and instant coffee and loose tea and tea bags. *Salisbury Evening Post*, Salisbury, No. Car.

Monthly grocery inventory: a grocery inventory of ground and instant coffee and tea. *Winston-Salem Journal & Sentinel*, Winston-Salem, N. C.

Top ten brands in Akron: a household purchasing survey covering ground and instant coffee, loose tea and tea bags. The survey covers 1956-58 and also includes chain grocery product availability during the survey. *The Akron Beacon Journal*, Akron, Ohio.

Consumer analysis and buying habit study: an in-home survey of brand use covers ground and instant coffee and tea. *The Canton Repository*, Canton, Ohio.

Consumer analysis: this brand preference survey covers ground and instant coffee, tea bags and instant tea. It compares 1959 use with use during 1955-58. *Columbus Dispatch*, Columbus, Ohio.

Top ten brands in Toledo: a household purchasing survey covering ground and instant coffee, loose tea and tea bags. The survey covers 1956-58 and also includes chain grocery product availability during the survey. *Toledo Blade*, Toledo, Ohio.

Housewives brand preference survey: an in-home survey of ground and instant coffee and of tea for the years 1953-58. *Beaumont Enterprise*, Beaumont, Tex.

Top ten brands in Dallas: a household purchasing survey covering ground and instant coffee, loose tea and tea bags. The survey covers 1956-58 and also includes chain grocery product availability during the survey. *The Dallas Morning News*, Dallas, Tex.

Third market analysis of six Texas cities: covers instant and ground coffee purchases for 1956-59 for Abilene, Big Spring, Corpus Christi, Greenville, Marshall, San Angelo. *Texas Harte-Hanks Newspapers*, *Texas Daily Newspaper Association*, 803 Lovett Blvd., Houston 6, Tex.

Continuing market analysis: covers instant and ground coffee purchases for 1956-58. In-home interviews were used to determine brand preferences. *Fort Worth Star-Telegram*, Fort Worth, Tex.

4th annual grocery products sales performance survey: an in-store survey of ground and instant coffee and of tea. The survey covers chain and independent grocers. *The Temple Telegram*, Temple, Tex.

12th annual consumer analysis: a mail survey of brand preferences covering ground and instant coffee, tea bags

(Continued on page 40)

Trade Roast

By DOUGLAS WOOD



"Hey Sis, does he have time for instant?"
Or should I brew up a pot?"



PHOTO COURTESY PAN AMERICAN WORLD AIRWAYS

The volcano in the background . . .

. . . is one of the reasons why Guatemalan coffee has that extra fine taste and aroma.

In addition to the basic elements that Nature provides, the coffee growers of Guatemala provide extra care to bring you the world's finest coffees. That's why more and more U. S. roasters are using Guatemalans in their blends.

If you want your blend to have more flavor, aroma and mildness, join the switch to Guatemalans.

Bulletin #4 is now ready. It's free for the asking. To get your copy, drop us a line today.

AUGUST, 1959

Guatemala Coffee Bureau

111 WALL STREET
NEW YORK 5, N. Y.

Telephone:
BOWling Green 9-6616-7
Cable: GUATCOFFEE

see record world coffee crop

66,000,000 bag production, 56,000,000 exportables

is USDA forecast for the 1959/60 coffee year . . .

Total world coffee production for the 1959/60 year is estimated at 66,000,000 bags and exportable production at 56,100,000, according to the most recent review of the Foreign Agricultural Service of the United States Department of Agriculture. Exportables would be 5,000,000 bags above the 1958/59 level.

World Trade in coffee is expected to increase slightly. Exports of coffee during calendar 1958 amounted to approximately 37,000,000 bags.

CENTRAL AMERICA

Central American coffee production for the 1959/60 crop year is estimated at \$9,300,000 bags, with an exportable total of 7,300,000. This would represent an exportable increase of 14% over 1958/59.

Costa Rica

Exportable coffee production in Costa Rica during 1959/60 is placed at the same level as for 1958/59. Damage to trees particularly in the Tres Rios Cartago region, by the dry period in 1958/59 is expected to offset higher yields from new trees coming into production and from better production practices.

Flowering for the 1959/60 crop was good in the Pacific slope area, but only fair elsewhere, because of drought.

Considerable progress is being made in cultural practices—the use of liquid fertilizer, mulching, partial shade-growing and planting and replanting with higher yielding varieties.

Cuba

Cuba is expected to have a considerably larger crop in 1959/60 than in 1958/59 because of particularly favorable weather conditions.

Plans are underway to use approximately \$1,000,000 for a program of expansion and technical improvement in the coffee industry.

Dominican Republic, Haiti

Weather conditions have been favorable for the 1959/60 crop in the Dominican Republic. Coffee production there and in Haiti is expected to be considerably larger in 1959/60. Dry weather and the "off" year of the production cycle reduced the 1958/59 crop in both countries.

Indications point to a leveling off of Dominican pro-

duction at about present levels for the next few years.

Coffee production in the Dominican Republic is mostly on small farms in the Barahona, Bani-Ocoa, and Ciboa areas. Little fertilizer is used.

El Salvador

El Salvador's total production for 1959/60 is estimated at 1,500,000 bags, with exportables at 1,400,000. This will be the "off" year in coffee for El Salvador, but better cultivation and the good weather for flowering are expected to offset any drop. Rapid progress has been made in cultural practices.

Guatemala

Guatemala's total 1959/60 coffee production is estimated at 1,500,000 bags, with exportables at 1,300,000.

Flowering for the 1959/60 crop has been excellent, except in the Coban area. Some new plantings are still going in, but acreage has, in general, leveled off.

Honduras

Honduras is expected to have an even larger coffee crop in 1959/60 than the 1958/59 record. The larger than usual 1958/59 crop is attributed mainly to better growing conditions, with a particularly well-distributed rainfall pattern.

New plantings coming into the bearing stage have also contributed to larger crops.

Nicaragua

The 1959/60 coffee crop in Nicaragua is expected to be larger than in 1958/59, was reduced by heavy rains. Producers are being helped to improve cultural practices. Plans are to increase production also by working out better financing arrangements.

There is no plan to increase coffee acreage in Nicaragua, but hopes are that the average yield per tree can be doubled.

Mexico

Mexico's total coffee crop for 1959/60 is at 2,000,000 bags, with 1,550,000 exportable. Weather has been generally good for flowering, and a large crop is indicated.

The 1958/59 coffee crop in Mexico was reduced by dry weather at flowering time and heavy rains at harvest.

World Coffee Production

Continent and country	Average 1950/51- 1954/55	1956-57	1957-58	1958-59	Estimate 1959-60
	1,000 bags 2/	1,000 bags 2/	1,000 bags 2/	1,000 bags 2/	1,000 bags 2/
North America					
Costa Rica	1,39	600	750	910	915
Cuba	542	610	725	675	750
Dominican Republic	1,55	1,75	660	1,25	685
El Salvador	1,216	1,500	1,380	1,500	1,500
Guatemala	1,129	1,250	1,120	1,165	1,500
Haiti	60	145	700	530	600
Honduras	212	375	350	1,000	1,145
Mexico	1,373	1,600	1,860	1,700	2,000
Nicaragua	729	365	375	380	1,200
Other North America 1/	1,070	500	1,25	1,005	510
Total North America	6,860	7,700	8,665	8,220	9,265
South America					
Brazil	18,964	18,000	25,000	30,000	36,000
Colombia	6,130	6,500	7,800	7,300	7,500
Ecuador	367	535	515	550	550
Peru	116	250	300	365	400
Venezuela	729	950	825	890	850
Other South America 1/	55	55	55	65	70
Total South America	26,571	26,135	34,495	39,130	43,670
Africa					
Angola	990	1,350	1,285	1,350	1,400
Belgian Congo & Rwanda Urundi	613	950	1,235	1,285	1,195
Cameroon	180	300	1,25	1,450	1,450
Philippines	613	865	950	900	900
French West Africa	1,362	1,135	1,885	2,350	2,500
Kenya	223	365	1,25	1,500	1,000
Madagascar	634	950	950	750	800
Republic of Guinea 5/	-	-	-	200	200
Tanzania	220	360	1,25	1,25	1,25
Togo	58	110	80	100	100
Uganda	751	1,360	1,125	1,500	1,600
Other Africa 5/	203	300	310	310	375
Total Africa	5,881	6,825	9,365	10,058	10,596
Asia and Oceania					
India	387	685	735	750	800
Indonesia	985	1,550	1,300	1,200	1,200
Yemen	70	90	90	85	85
Other Asia and Oceania 1/	275	300	304	336	352
Total Asia and Oceania	1,717	2,625	2,429	2,369	2,637
Total world production	43,015	45,360	54,936	59,777	65,968

1/ The coffee marketing season begins during the second half of the calendar year, starting in some countries like Brazil as early as July 1 and in other countries about October 1. 2/ 132,276 pounds each. 3/ Include Guadeloupe, Hawaii, Jamaica, Martinique, Panama, Puerto Rico and Trinidad and Tobago. 4/ Includes Bolivia, British Guiana, Paraguay and Surinam. 5/ Prior to 1958-59 included in French Equatorial Africa, Liberia, Nigeria, Sao Tome and Principe and Spanish Guinea. 7/ Includes Malaya, New Caledonia, New Hebrides, North Borneo, Philippines, Portuguese Timor and Vietnam.

SOUTH AMERICA

Total 1959/60 coffee production in South America is estimated at 43,700,000 bags, with an exportable of 37,400,000. This compares with a total 1958/59 production of 39,100,000 bags, and with 33,800,000 exportable.

Brazil

Brazil's total 1959/60 coffee production is put at 34,000,000 bags, with exportables estimated at 29,000,000.

Coffee trees in the States of Sao Paulo and Parana are very heavily loaded with cherries. The harvesting season for all Brazil is early this year. Harvesting in some parts of Sao Paulo and Northern Parana began prior to mid-May. Weather, thus far, has been very favorable for harvesting.

Production in Parana in 1959/60 is expected to be higher than in Sao Paulo for the first time. The State of Minas Gerais ranks third as a coffee producer.

The coffee area in Brazil is now estimated at 9,390,000 acres, up about 2,500,000 acres since 1952. Indications point to a leveling off of the area at about present levels. Only very limited new areas going into production, and plantings are confined mostly to normal replacement of old trees.

Colombia

Colombia's total coffee production for 1959/1960 is figured at 7,800,000 bags, with exportables at 7,000,000.

AUGUST, 1959

World Coffee Exportables

Continent and country	Average 1950/51- 1954/55	1956-57	1957-58	1958-59	Estimate 1959-60
	1,000 bags 2/	1,000 bags 2/	1,000 bags 2/	1,000 bags 2/	1,000 bags 2/
North America					
Costa Rica	378	587	685	815	835
Cuba	49	308	250	175	200
Dominican Republic	372	300	575	300	500
El Salvador	1,087	1,100	1,280	1,300	1,300
Guatemala	805	1,050	1,185	1,150	1,300
Haiti	143	290	550	350	400
Honduras	167	240	265	315	360
Mexico	1,141	1,315	1,540	1,300	1,550
Nicaragua	313	360	380	380	380
Other North America 1/	72	100	290	262	352
Total North America	4,927	5,830	6,980	6,407	7,327
South America					
Brazil	11,730	11,700	20,800	16,000	29,000
Colombia	6,432	5,750	7,000	6,500	7,000
Ecuador	308	1,095	1,065	500	500
Peru	68	200	250	275	310
Venezuela	188	500	175	500	500
Other South America 1/	52	160	160	160	165
Total South America	21,278	18,665	29,030	23,815	37,855
Africa					
Angola	1,019	1,340	1,275	1,340	1,380
Belgian Congo & Rwanda Urundi	596	915	1,200	1,150	1,100
Cameroon	182	290	1,15	1,400	1,400
Philippines	524	765	850	800	800
French West Africa	1,257	1,150	1,800	2,270	2,400
Kenya	211	360	290	775	775
Madagascar	549	850	825	625	675
Republic of Guinea 5/	-	-	-	175	175
Tanzania	220	330	375	315	315
Togo	57	110	80	100	100
Uganda	748	1,300	1,165	1,430	1,515
Other Africa 5/	203	300	310	310	375
Total Africa	5,656	6,390	8,885	9,565	10,078
Asia and Oceania					
India	97	252	213	200	225
Indonesia	504	1,250	1,100	1,000	1,000
Yemen	60	75	80	85	85
Other Asia and Oceania 1/	71	80	117	62	70
Total Asia and Oceania	728	1,777	1,440	1,347	1,360
World exportable production	32,539	36,642	46,135	37,114	56,120

1/ The Coffee marketing season begins during the second half of the calendar year, starting in some countries like Brazil as early as July 1 and in other countries about October 1. Exportable production represents total production minus consumption, except in Brazil where it is based upon "registrations" of current crop coffee minus port consumption and coast wise shipments. 2/ 132,276 pounds each. 3/ Export quotas. 4/ Includes Guadeloupe, Hawaii, Jamaica, Puerto Rico and Trinidad and Tobago. 5/ Includes Bolivia, British Guiana, Paraguay and Surinam. 6/ Prior to 1958-59 included in French West Africa. 7/ Includes Cape Verde, Ghana, French Equatorial Africa, Liberia, Nigeria, Sao Tome and Principe, Sierra Leone and Spanish Guinea. 8/ Includes New Caledonia, New Hebrides and Portuguese Timor.

These levels are 500,000 bags higher than for the 1958/59 crop, which was cut somewhat by dry weather. The National Federation of Coffee Growers is encouraging the planting of alternate crops. However, high cost of production, mountainous terrain and high transportation costs to Colombian ports make it difficult to produce other crops profitably.

Ecuador

Coffee production in Ecuador is estimated at 550,000 bags, with 500,000 exportable. Prospects for the coffee reportedly are good.

Peru

Coffee production in Peru continues to increase. Production for 1959/60 is placed at 400,000 bags, of which 90,000 bags would be for domestic consumption.

Production of coffee in Peru has tripled since 1952. Although there is a considerable potential for increase, several factors will tend to limit the rate of future growth. Coffee is grown in the central and northern mountain areas, where the lack of transportation facilities poses a real marketing problem.

Venezuela

Venezuela is expected to have a 1959/60 output equal to 1958/59, despite dry weather early in the flowering period. Production has been fairly constant in recent years. How-

Africa now exports over 25% of world's coffee

ever, in 1958 the Venezuelan Department of Agriculture began a four-year development and credit program involving 74,000 acres of new plantings and tree replacements requiring expenditure of \$14,000,000.

AFRICA

The total 1959/60 coffee crop in Africa is estimated at 10,600,000 bags, of which 10,100,000 would be exportable. This compares with the 1958/59 total production of 10,100,000 bags. Some increases, however, are expected for most of the producing countries.

The upward trend in production is expected to continue in Angola, the Belgian Congo and Uganda. The 1950/60 Uganda crop is reported to be late; however, it is expected to be larger than in 1958-59.

Tree and weather conditions are said to be encouraging for the 1959/60 crop on the Ivory Coast.

New coffee farms are being established in French West Africa, so there will probably be increases for several more years.

Madagascar experienced cyclone damage to two of its coffee producing areas in March, 1959. Damage was done to the 1958/59 crop and dimmed prospects for the 1959/60 season.

Lack of rainfall in Kenya has hurt the 1959/60 outlook on coffee.

Prospects are good for the 1959/60 season in Tanganyika. About 700,000 seedlings have been distributed to growers in Tukuyu. An above-average crop from all parts of the Northern Province is expected. Production in the West Lake area is expected to show small increases in 1959/60, both for Robusta and Arabica.

ASIA and OCEANIA

Asia and Oceania are expected to produce a total of 2,440,000 bags for 1959/60, with exportables at 1,360,000.

A slight increase in coffee production in India is expected during 1959/60. Some damage was done to the 1958/59 crop by unusual and heavy rains in several areas.

India's coffee production has doubled since the 1951/52 season. Approximately two-thirds of the output is Arabica, with about one-third Robusta. These types have increased at about the same rate.

A long-range development plan is being conducted by the Coffee Board, and the outlook is for larger crops and larger availability for export in the years ahead.

Indonesia's 1959/60 coffee crop will reach 1,200,000 bags, with exportables at 1,000,000. This is the same level as for 1958/59.

Estate coffee is decreasing in Indonesia. The biggest part of this production is in East Java, while the most smallholder production is in Sumatra. Smallholder production now accounts for about 80% of the total.

Prospects for coffee are said to be better in the Philippines than for most other crops. A nationwide interest has been created in coffee, and production has increased continuously during the past ten years. Self-sufficiency is expected to be attained in five to ten more years. Growing conditions for the coming crop have been favorable.

Coffee output in Vietnam has been increasing for several years. The largest producing area is the Highland region of Central Vietnam.

WORLD COFFEE TRADE

Recorded world exports of green coffee during calendar 1958 amounted to approximately 36,300,000 bags. Clandestine shipments probably amounted to about 1,000,000 additional bags. Some increase in world exports is expected in 1959.

U. S. per capita is up

Civilian per capita consumption of coffee in the United States on a green bean equivalent basis is estimated at 16.3 lbs. for 1959 by the Agricultural Marketing Service of the U. S. Department of Agriculture. This would be the highest since 1953. In 1958, consumption is computed to have been 15.9 lbs. With continued increases in population, U. S. needs are expected to rise.

Slight increases are contemplated in some of the other importing countries, especially in West Germany.

New York spot coffee prices at the middle of June were approximately 20% below a year earlier. Brazils have dropped more in price during this period than have the milds. The decrease has, in general, been gradual.

More than half the coffee in world trade continues to come from South America. In 1958, approximately 54% of the total was from South America, compared with 56% in 1957.

Africa's exports increased during 1958, and accounted for 25.3% of world exports, compared with 23.7% in 1957, and a 1935/39 average of 9.3%.

Brazil's 1958 exports amounted to 12,900,000 bags, valued at \$664,300,000, and represented 58% of the value of all 1958 Brazilian exports. This is the lowest share of export earnings for any year since 1949, and was due both to a drop in quantity and in value.

Coffee exports from Brazil have increased in recent months, and amounted to 14,000,000 bags for the first 11 months of the 1958/59 marketing year.

Contraband shipments

Costa Rica's 1958 exports of coffee were higher than in each of the previous two years both in volume and value. Exports were 57% larger in 1958 than in 1957, and 102% larger than in 1956. In 1958, West Germany imported 44.7% of all Costa Rican coffee exports, and the United States took 41.2%. All coffee produced in Costa Rica must, by law, be registered with the Oficina del Cafe.

Cuba's exports of green coffee during 1958 amounted to 119,082 bags, valued at \$7,100,000 by the Cuban Coffee Institute. The United States continued to be the principal market, taking 65% of the total value of Cuba's coffee exports.

An increased amount of contraband shipments are reported to have moved out of Brazil during the 1958/59 season. A resolution of the Brazilian Coffee Institute of March 22nd, 1959, requires a special permit for the move-

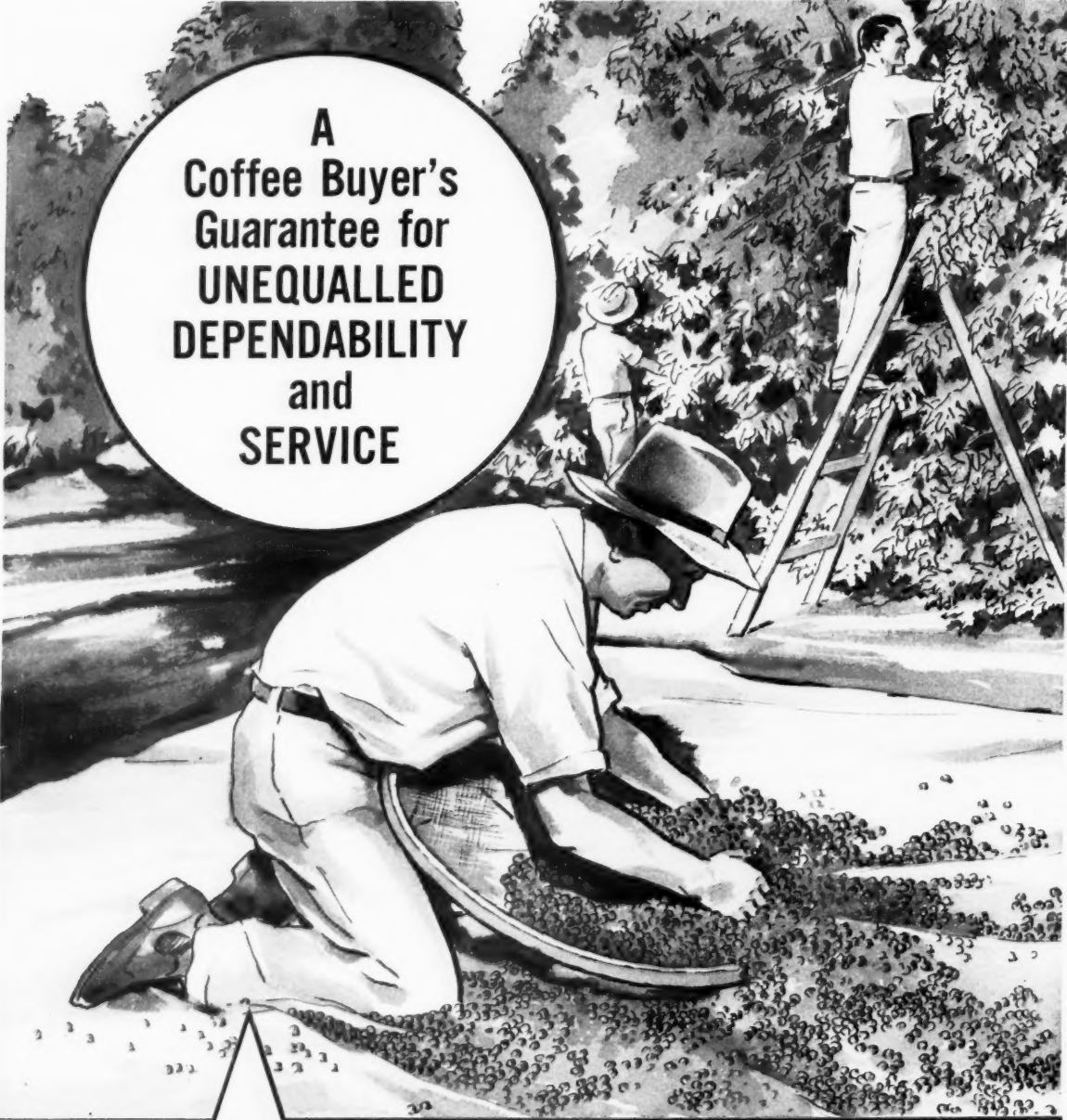
(Continued on page 20)

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coffee mucilage — its chemical composition

By DR. NOEMI G. MARTINEZ NADAL

The author, formerly Noemi G. Arrillaga, was a chemist specialist at the U. S. Experiment Station, Mayaguez, and at present is researchist and associate professor of chemical engineering at the College of Agriculture and Mechanical

Arts, University of Puerto Rico. An article by the same writer, on coffee by-products, appeared in C & T last August.

The chemical composition and possible economic uses of various coffee by-products were outlined and discussed by the author in a previous publication.¹ Another utilization of a coffee by-product, which might be of interest, specially to coffee blenders is the use of coffee husks for admixture with coffee grains, as reported by Natarajan, Bhatia and Subrahmanyam.²

They roasted and blended several samples of the outer husk of the coffee berry, consisting of the outer pericarp, the inner pericarp or parchment and the silver skins (30%-40% of the whole berry). Organoleptic tests were carried out on their brews. Blends containing up to 30% husk were acceptable, and some members of the test panel preferred blended coffee to straight coffee beverage. They compared analysis of brews from husk, coffee and chicory, as shown in Table 1.

Recommendations were made for the admixture of coffee husks to Indian coffee blends, since they import about 10,000 cwt. of chicory annually³ for preparation of French coffee which gives a stronger and bitter brew.

Besides, they claim that husks, whose only uses have been manure and fuel, could make a better blender for coffee than either cherry husk or chicory, since it contains caffeine, to which coffee owes its stimulating property.

Coffee fermentation has been studied by many investigators to determine its part in the solubilization of the pectic materials in coffee. However, the chemical composition of the mucilage has not been determined. An investigation was undertaken at the Research Center, College of Agriculture and Mechanical Arts, University of Puerto Rico, to determine the chemical composition as well as the physicochemical properties of coffee mucilage. This study was made to acquire a better understanding of the mechanism of the biochemical reactions involved in the fermentation of the coffee mucilage.

Specific gravity, index of refraction, Brix readings and optical refraction were determined for samples of coffee mucilage obtained from specimens at different degrees of ripeness. Acidity was determined by titrating 6 ml. of mucilage with .1 N NaOH; pH was read in a Fisher titrimeter; and moisture as well as total solids were determined following official methods of analysis.⁴

A comparison of the results obtained in the different samples is given in Table 2.

It can be seen from Table 2 that the mucilage, which physically is a colloidal system (hydrogel), is mainly constituted of water, pectin, sugars and organic acids. The presence of pectin was confirmed by its calcium pectate,

Table 1

Analysis of coffee brew and husk and chicory brews.²
Values expressed in g/100 cc of 10% (w/v).

	Coffee P. B.	Arabic-Husk	Chicory - alone
Brix, gr. 27.5°C	1.0080	1.0126	1.0150
Ref. Index 27.5°C	1.3370	1.3380	1.3400
Brix °C	8.60	8.50	8.60
Total Solids	2.10	3.10	4.00
Ash	0.37	0.40	0.38
Protein (N x 6.25) mg.	21.00	27.00	30.00
Rennin	0.00-0.10	0.00-0.20	0.00-0.20
Caffeine	0.005	0.008	—
Acidity 1 cc w/v	10.00	16.00	20.00
Axial (phenolphthalein) ph	8.75	8.50	8.10

Table 2

Physicochemical properties of coffee mucilage obtained from coffee samples at different degrees of ripeness.

Sample	Physical properties			Acidity pH	Moisture content	Total Solids	
	sp. gr. 20°C	d ₄ 20°C	ref. index 20°C			g/100 cc	%
1. Ripe Coffee	1.1100	1.3580	1.368	5.5	6.78	84.8	17.0
2. Half-ripened coffee	1.0919	1.3530	1.358	3.0	6.6	85.50	16.15
3. Green coffee	1.0931	1.3450	1.358	2.5	6.0	85.47	15.47

Table 3

Chemical composition of coffee mucilage.
(Coffee mucilage freshly obtained.)

Components	%
Water	84.20
Ash	.65
Nitrogen	1.42
Sugars (reported as d-glucose by the	
Munson and Walker Method	4.11
Pectic acid	.91

Ash Analysis of the Mucilage

Calcium	1.632
Sulphur	1.423
Iron	.640
Mn	traces.

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8—ICED TEA SERVER

This catalog sheet describes, concisely but adequately, an iced tea server in copper color finish and with ebony black trim. A glass gauge in a metal guard tells, at a glance, the amount of tea in the server. Large enough for 48 servings, the dispenser is simple to operate. It's West Bend Aluminum Co.'s Model 3508. West Bend, Wis.

9—SOLUBLE COFFEE PLANTS

An illustrated, detailed brochure describes the following instant coffee plant services available from Bowen Engineering, Inc., North Branch, N. J.: design, engineering, fabrication, erection, plant start-up, operator training. A detailed flow diagram is included.

10—URN BATTERIES

This four-page illustrated folder describes a series of coffee urn batteries considered by the manufacturer to be "as modern as 1961." Included are full details and specifications, including information about the gridded riser recommended by The Coffee Brewing Institute. Cecilware-Commodore Products Corp., 199 Lafayette Street, New York 12, N. Y.

11—PACKAGING EQUIPMENT

Modern rebuilt and fully guaranteed packaging and processing equipment is covered in this eight-page illustrated folder. Machines range from wrappers to cappers, from bag makers and fillers to grinders. Union Standard Equipment Co., 318-322 Lafayette St., New York 12, N. Y.

12—NEW PACKAGING EQUIPMENT

New can and jar packaging equipment is described in Bulletin 306, a four-page illustrated folder. It details the feature of equipment which automatically feeds, fills, packs and ejects cans and jars, with extreme and consistent accuracy. B. F. Gump Co., 1325 Cicero Ave., Chicago 50, Ill.

13—FAST CHANGE COFFEE FAUCET

This catalog describes a coffee faucet with a three-way shank so designed that it permits quick changes on coffee urns, even during rush periods and when the urn is full of coffee or hot water. This lets the coffee salesman concentrate on sales, rather than service, since he doesn't have to return later to service the urn. Wyott Manufacturing Co., P. O. Box 898, Cheyenne, Wyoming.

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the presence of sugars by its fermentative ability, and the presence of organic acids by its low pH and titratable acidity. Determination of its total solids gave an average of 15.75%, which confirms it as a solid in liquid colloidal system.

Coffee mucilage contains most of the pectic acid present in the coffee bean.

A determination of pectic acid was made following the A. O. A. C. method. Fresh samples of coffee mucilage obtained from ripe fruit gave .899%-.909% of pectic acid. A sample of the fresh pulp of the coffee fruit which has about 60% moisture gave 2.8% of water-extractable pectic substances as reported by Teixeira.⁵ Savur and Screenivassau⁶ found no pectic substance in a sample of coffee seed. Evidently, most of the pectic substances of the fruit are present in the mucilage and no doubt play an important role in the coffee fermentation. Experimentally, the presence of pectin in coffee mucilage was proved by Carbonell and Vilanova,⁷ and Perrier⁸ states that the mucilaginous coating adhering to the coffee beans is freed during the fermentation process by the action of pectinases.

The chemical composition of coffee mucilage was determined, using official methods of analysis and the results are shown in Table 3.

Glucose and galactose have been identified by fermentation tests as the principal sugars present in the coffee mucilage.

Chemical and biochemical studies show the possibilities of coffee mucilage as a substitute for the growth of yeasts as well as a source of pectic materials.

The experimental data reported were obtained with the assistance of Mrs. Jovita R. de González, Junior Researchist.

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Packaging line machinery covered in new brochure

Machinery for a complete packaging line is described in a free illustrated brochure prepared by the manufacturer, Frazer & Son, Allwood, Clifton, N. J.

Machinery described includes Whiz-Packer semi-automatic and fully automatic volumetric and rotary fillers; Whiz-Packer automatic and semi-automatic net weighers for hard-to-fill products; Whiz-Lifter elevator feed conveyors; and Whiz-Carrier automatic product conveyors.

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The six-page brochure illustrates typical units in each phase of the Frazier line, as well as working examples.

copy lines for coffee and tea

These copy lines for coffee and tea brands are from the current GMA Book of Grocery Advertising and Selling. The 1959 edition, the largest one yet, has advertising lines for 540 of the country's best known brands, produced by GMA member-companies who underwrote the book. The copy lines are for newspaper, display and other printed media advertising.

Regular coffee

Beech-Nut: Beech-Nut Life Savers, Inc.

"Enjoy TRUE roaster-fresh coffee EVERY DAY."
"Just keep your Beech-Nut Coffee in the refrigerator to preserve its exclusive roaster-fresh flavor."
"Enjoy the full, heart-warming taste of Beech-Nut Coffee."
"In 3 grinds—Regular, Drip and (some areas) Fine."

Chase & Sanborn: Standard Brands Inc.

"Chase & Sanborn Dome Top Coffee—the only coffee you can test for freshness before you buy!"
"The coffee that tells you it's FRESHER."
"Chase & Sanborn Coffee is fresher because it's PRESSURE packed!"
"PRESSURE packed for fresher flavor!"
"A blend of the world's finest quality coffees."
"More delicious, because it's the freshest coffee you can buy!"
"Freshest coffee you can buy . . ."
"Freshest flavor you can pour!"

Martinson's: Martinson's Coffee, Inc.

"Martinson's uses only the world's finest coffees in its blend . . . Then by a unique individual roasting process brings out all the goodness in each type of coffee."
"Richer, stronger Martinson's gives you better flavor in each cup—and more cups in each pound."
"ECONOMIZE WITH THE BEST."

Maxwell House: Maxwell House Division, General Foods Corp.

"Get that Good Coffee Feeling with Maxwell House Coffee Everytime."
"Maxwell House selects the one bean in four that gives you something more."
"Only Maxwell House tastes so good . . . makes you feel so good."
"Maxwell House is Good to the Last Drop."

Yuban Regular: Maxwell House Division, General Foods Corp.

"Deep . . . Dark . . . Delicious Yuban."
"Yuban . . . The world's richest coffee . . . Richest

because it is blended with Aged Coffee Beans, Fresh Roasted at peak flavor."

"Like the best flavored wine, cheese, steak, the best flavored coffee beans are aged . . . aged before roasting."

"Yuban—Well worth the few extra pennies you will have to pay."

Instant coffee

Beech-Nut: Beech-Nut Life Savers, Inc.

"Deep roasted to improve and preserve the coffee flavor."
"New and improved Beech-Nut Instant Coffee."
"Special blending gives it that 'just brewed' flavor."
"That freshly made, HEARTY coffee flavor in every cupful could only mean Beech-Nut."
"If you want REAL coffee goodness, instantly—ask for Beech-Nut."

Borden's: Borden Foods Co.

"The rich roast coffee with the good strong flavor!"
"For people who like their coffee with good strong flavor!"
"Real rich roast aroma, too. In the jar and in the cup!"
"It's *your* kind of coffee . . . don't settle for anything less."

Instant Chase & Sanborn: Standard Brands Inc.

"The FULL BLOOM of coffee . . . fresher, natural flavor and aroma than you've ever had before!"
"Instant Chase & Sanborn has been IMPROVED!"
"Every sip, every cup is a Flavor Break!"
"Other instants give you just the first blush of flavor."
"Here's the *one* coffee that gives you everything good coffee's got!"
"Blossoms into the freshest flavor and aroma."

Jomar: Martinson's Coffee, Inc.

"JOMAR is brewed for you by Martinson's—roasters of the world's finest coffees."
"Richer in flavor, instantly soluble, JOMAR is delicious—hot or iced."

Maxwell House: Maxwell House Division, General Foods Corp.

"The Most Happy Flavor in the U.S.A."
"New Fresh-Roast Flavor."
"Flavor that you can smell in the new aroma."
"Now bursting with New Fresh-Roast Flavor."
"Reach for the jar with the stars on top."
"Flavor Buds of 100% Pure Coffee."
"For Coffee that's Good to the Very Last Drop—Reach for the Jar with the Stars on Top."

(Continued on page 54)

Latin American coffee growers adopt new plan on export quotas; hope for African participation

Fifteen Latin American coffee growing countries voted overwhelming to adopt a new export quota plan which they hope will stabilize world coffee prices.

The plan goes into effect September 1st. It fixes quotas at 90% of each country's best export year in the last ten calendar years.

The agreement provides that after the U. S. Department of Agriculture estimates 1959-60 crop year production, any nation with an export quota below two million bags may ask to have its quota changed to 88% of its 1959/60 exportable production.

The only countries not voting were Honduras, Peru and Ecuador, whose delegates were absent from the Washington, D.C., meeting.

94% of L. A. production

The countries that endorsed the agreement represent 94% of Latin America's total coffee production.

The Latin American representatives hoped that at later meetings with the African producers they would arrive at a worldwide agreement.

Recommendations for a world export quota system called for a global ceiling of 40,272,000 bags for the 1959/60 marketing year. Of this total, 30,841,000 would come from Latin America; 8,274,000 from Africa and 1,157,000 from Asia and other producing areas.

Separate export quotas would be assigned to each country within each area.

Brazil's 1959/60 quota, under the new plan, would be about 17,400,000 bags, according to reports. If her exportable production is 29,000,000 bags, this means withholdings of 11,600,000 bags.

In the 1958/60 crop year, Brazil's exportable production of 26,000,000 bags broke down into estimated exports of 15,000,000 bags and withholdings of 11,000,000 bags.

For Colombia, the 1959/60 quota would be 6,000,000 bags, with another 1,000,000 in withholdings. Last crop year the estimated exports were 5,700,000 bags and the withholdings 800,000 bags.

Apart from Brazil and Colombia, producers would have to withdraw an estimated 3,300,000 bags, compared to 1,000,000 bags last season, it was pointed out by trade sources.

Some observers commented that the total 1959/60 quota seemed to be about 1,000,000 bags above export possibilities, which might mean additional withholdings.

Fixed quota basis

The new agreement, in a change presumably designed to meet objections from Africa, is based on fixed export quotas, rather than percentages of exportable production.

Representatives of French African coffee areas were expected to meet in Paris to clarify their views on the Latin American proposals.

Their attitude was reported to be receptive to agreement, if special provisions could be incorporated for exports to the French market.

Other factors were cited by spokesmen for British interests. One London coffee man, back from a trip to Central America, said he had found "little awareness of the fact that it was no longer possible for African coffee producers to be represented by diplomats of four European capitals."

see record world coffee crop

(Continued from page 14)

ment of coffee to northern port cities or cities in the interior. Clandestine shipments out of Colombia appear to be decreasing. Recorded exports of coffee from Colombia from October 1st, 1958, through April 30th, 1959, amounted to 3,344,000 bags, or nearly a 500,000 bags above exports during the corresponding period last year. About 80 exporting firms are operating in Colombia.

A resolution issued by the Venezuelan government in January, 1959, established six grades for export coffee: Lavado Fino, Lavado Bueno de Primera, Lavado Bueno de Segunda, Trillado Bueno, Trillado Inferior, and Pasilla.

Export of the first three grades is prohibited if they contain more than 2% of Cafe Trillado. Export of Pasilla grade and any coffee showing insect damage is forbidden. Coffee bags must bear the name of the product and the words "Producto de Venezuela," and may bear the name of the producing district or plantation.

Ethiopia has continued its inspection program, which was established during the fourth quarter of 1958, in an effort to improve the quality of exports. The National Coffee Board has worked out a procedure to permit improperly cleaned coffee to enter Addis Ababa, if the exporter guarantees that the coffee be cleaned properly prior to export.

Coffee exports from the Ivory Coast during 1958 totaled 1,925,083 bags. The three primary buyers were France, Algeria and the United States.

Coffee bean size was smaller and overall quality poorer for the 1958/59 crop than for the 1959/60 harvest.

Top crop

Coffee is Kenya's most important crop. Growers received \$25,900,000 from exports in 1958, of which over \$2,800,000 was earned by African farmers.

Marketing is expected to start earlier than usual for the 1959/60 season, and be spread over a longer period.

Coffee accounted for 34% of the total value of Belgian Congo's agricultural exports in 1958.

The Coffee Board of India has made an export allocation for 1959 of 261,567 bags. Carryover at the end of 1959 is expected to be slightly less than the 138,450 bags carryover at the end of 1958, due to larger allocations for internal and external releases.

Prices are fixed by the Coffee Board each season for each type and grade of fair average quality coffee.

Principal buyers of Indonesian coffee in 1958 were the United Kingdom, Italy, Penang and Singapore. Recorded exports during 1958 declined to 454,000 bags, from 849,000 in 1957.

An unknown quantity of coffee was smuggled out of Sumatra and not included in official statistics.

The major portion of Yemen's coffee production is exported. Although the volume of exports in 1958 almost equalled that of 1959, there was a sharp fall in the income to Yemen from its leading product. Cash income from coffee in 1958 is estimated to have been \$3,360,000, or a drop of about 20% from 1957.

The United States took about 55% of Yemen's coffee exports in 1958 and the Soviet Union perhaps 15%.

About two-thirds of Yemen's coffee exports in 1958, as in the past, left from the port of Hudaida, with the balance trucked overland to Aden.

How many cups of coffee does U. S. drink each day? 390,000,000 says PACB

The United States has increased its coffee drinking by 100,000,000 cups a day since 1950, the Pan-American Coffee Bureau reported last month.

A survey conducted for the Bureau last winter reveals that 75% of the population ten years of age or over now drinks coffee, at an average of nearly four cups per day. This is a total of 390,000,000 cups per day, compared to 290,000,000 cups in 1950.

"Although coffee drinking has increased 34% in the past ten years," PACB's new report says, "the United States is using only about 10% more pounds of coffee. One reason, plainly, is that coffee being served in this country today contains less coffee and more water than it used to. This yields a much less tasteful cup than the full-bodied one which was being enjoyed in this country just a few years ago."

The most striking increase in U.S. coffee drinking since 1950 is a spectacular rise of 100% in the number of cups being drunk between meals. The coffee-break is now accounting for 28% of all coffee consumed.

Breakfast accounts for 39% of the total and the other two meals for 33%.

The age group which drinks the most coffee is 30 to 40, with an average of more than four cups a day. This is partly due to the coffee-break, the Bureau declares, since virtually everyone in this age group is employed or a

housewife. In either case, they have access to coffee during the morning and afternoon.

Since 1950, coffee drinking at home has increased nearly 25% and coffee drinking at work has more than doubled. Coffee consumption in eating places and restaurants has remained about the same.

Wholesale and retail prices of coffee are back to 1950 levels, but 87% of all eating places now charge a dime. In 1950, more than half charged a nickel.

One out of every five cups of coffee drunk in this country is now made from instant coffee. In general, those who use only instant coffee drink considerably less than those who drink regular coffee.

Michigan restaurant gets Golden Cup Award

The first food-serving establishment in Michigan to win the coveted Golden Cup Award of The Coffee Brewing Institute is the Village Manor, Grosse Point Park.

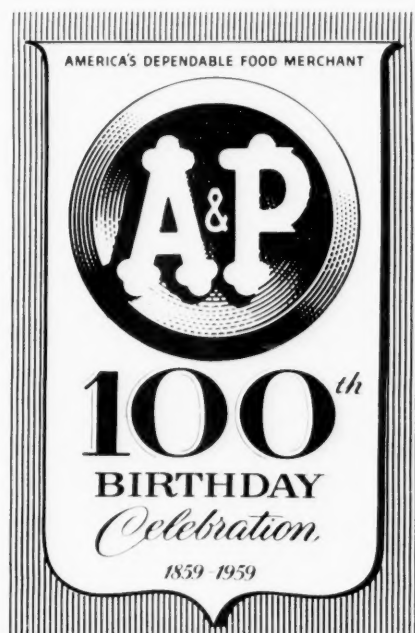
The award is presented for coffee-brewing excellence, and only after the restaurant has passed critical tests in regard to brewing standards and cleanliness.

The trophy was presented to Village Manor and its operators, Richard and Florence Lehman, by James Brown, publisher of the Michigan Restaurateur.

Also honored at the ceremony in the Village Manor was Richard H. Knapp, 18. Richard received special training to become the restaurant's coffee "brewmaster." He was credited with following the exacting details of proper coffee-making which led to winning the golden cup.

The Village Manor was using the coffee of King Coffee, Inc., its supplier for the last several years.

THE GREAT ATLANTIC AND PACIFIC TEA CO.



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RETAILERS OF FINE COFFEE

REPRESENTED IN
BRAZIL AND COLOMBIA
BY THE
AMERICAN COFFEE
CORPORATION

"Mark my word"



By MARK HALL

DIVERSIFY: A WORD FOR THE COFFEE EXECUTIVE

As a side line, should the coffee executive practice on the trombone, paint pictures, take Wednesday afternoon off for golf, or just go fishing on weekends?

The answer is "Yes" to any of these, if he is showing certain symptoms. For example, if he's building up his blood pressure; or if his eye is beginning to roam; or if a languor steals over him while he's on the job.

Few men use their full mental potential on the job. Many men have jobs of mountain-sized importance, but find themselves in a narrow canyon with limited scenery and no great vistas to stimulate the imagination. They want more light and color to brighten the nooks and crannies of their brains.

The boss begins to notice that some of the old fire is missing from the eyes of his promising executive.

What's the matter?

Bill has been trailing the shapely secretary out of the office at quitting time. He is in his forties and has a wife of the same vintage. There is no trouble, but Bill seems to have a conviction that he has a few wild oats left.

What should be done about it?

Let Bill blow off some of his steam on the trombone, or wear himself out on the golf course. Catching fish could be a substitute for secretarial mermaids.

Jack, another executive, is a different guy. He is inclined to dream and leans a little toward art (with a small "a"). The boss could say he is interested in paintings, but when it comes to portraits he likes photographs better. Jack might be presented with an easel and a few tubes of paint. It could help him become a weekend painter. That would take some of the heat off his imagination and relax him for his job.

As they say in the investment field, diversify for safety. When the investment is in executives, encourage them to diversify.

Fresh-brew advocate claims powdered coffee machines are on their way out

The hottest fire raging in the vending industry today is under the coffee pot. The heat comes from the battle between groups of vending operators and manufacturers over fresh-brew versus instant-coffee machines.

One of the most enthusiastic flame fanners is Morris Auerbach, director of the food products merchandising division of the Continental Vending Machine Corp. He predicts that within five years all machines sold will be fresh-brew.

Mr. Auerbach claimed a clear-cut victory for the fresh-brew machine over the older, dry ingredient vender. "There are important reasons why operators should switch to fresh-brew machines," he declared.

"Fresh-brew is so successful and has made such tremendous gains in vending because of its advantages in price, quality, and consumer preferences."

Mr. Auerbach cited the performance of 50 machines of a fresh-brew coffee, hot chocolate and hot soup vendor. After proving themselves in hard tests on locations in New York and New Jersey for more than a year, the 50 Capris contributed a large store of information to Continental's fresh-brew research, he indicated.

"Fresh-brew coffee machines have a double-barreled, built-in economic leverage," Mr. Auerbach claimed. "They allow the operator to convert a dry or soluble-coffee location into a more profitable fresh-brew profit-maker. At the same time, there is an increase in volume as well."

"A fresh-brew machine's ability is to produce the pub-

lic preferred coffee at a negligible difference in ingredient costs. One cup of powdered coffee and powdered cream, for instance, costs \$.0159, while a cup of more flavorful real coffee and real cream (half and half) costs just \$.0166.

"A major factor in fresh-brew's consumer popularity is the maintenance of aroma and flavor, which comes only as a result of a standard one-step brewing process."

Public preference for fresh-brew coffee is a known fact in the vending industry, Mr. Auerbach said. In 1958 fresh-brew already accounted for close to 40% of the total number of new coffee machines shipped.

Luther Soules elected vice president and director of White Swan Coffee Co.

J. D. Gamel, executive vice president and general manager of the White Swan Coffee Co., Fort Worth, Texas has announced that Luther H. (Luke) Soules has been elected to the board of directors and promoted to vice president.

Mr. Soules formerly held the position of sales manager for the White Swan Coffee Co.

Before his association with White Swan, Mr. Soules was with a national soft drink bottler as operations manager of the southwest division for more than 15 years.

Tone Bros. in new Des Moines quarters

Tone Bros., Des Moines, Iowa, coffee, tea, spice and flavor extract firm, has moved to new headquarters in that city.

The new address is 201 S. W. Second Street.

The company was at its former Court Avenue location for 65 of the 86 years it has been in business.

Coffee, tea brands get free push

from Holly Sugar advertising drive

About 20 leading brands of coffee, tea and cereal are getting free boosts from a campaign for Holly Sugar in the Midwest and Rocky Mountain markets.

Holly is running a newspaper and radio campaign with the theme, "They taste even better with Holly Sugar."

One ad pictures five top coffee brands—Butternut, Chase & Sanborn, Folgers, Hills Bros. and Maxwell House—each occupying one-sixth of the ad space; the remaining one-sixth pictures Holly Sugar.

Radio versions of the ad feature a "sweet musical background," and rapid-fire mentions of 20 brands.

The newspaper campaign will run in 12 markets through October. The radio ads will run in the 12 markets in alternating four-week periods—four weeks of saturation spots alternating with four weeks off the air.

The premise on which the campaign is based is that the home baking and cooking market for sugar is continuing to decline in the face of growing acceptance of prepared mixes, and that the principal market for sugar now is in coffee, tea and cereals.

See 1959 as record year for soft drinks

How is the competition doing?

This year may be the best yet for soft drinks, according to Seymour Lusterman, vice president in charge of market research for the Pepsi-Cola Co.

He told a seminar that retail sales may reach \$1.94 billion

on 1.41 billion cases.

This would be an increase of \$80,000,000 in retail volume over 1958, and 50,000,000 in case sales.

Per capita consumption, he predicted, would go from last year's 186.4 bottles to 193.5 bottles.

Food industries continue to capture

constant share of consumer dollar

Although the appetite for food is a limited one, the food industries have continued to capture a relatively constant share of the consumer's spending dollar, The Value Line Investment Survey states.

The ratio of disposable income so used (1950-58 averaged 25.6%) has varied little for over 25 years of depression and prosperity. Expenditures, on the other hand, have risen, due to rising retail food prices, the shift of a large segment of the population from rural to urban living, better eating habits and the increased use of convenience foods.

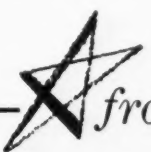
Coffee leads private labels

in food stores, study shows

Of the top ten product categories in which private labels have made inroads in food stores, coffee heads the list, according to a Super Market Merchandising study.

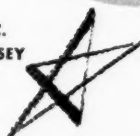
Coffee was found under private label in 87% of the stores checked, according to Advertising Age.

Last year, the publication reported, the Market Research Corp. found 551 different brands of coffee—presumably both private label and advertised brands.








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First consignment of coffee for "crash" promotion auctioned at shipboard ceremonies

The plan for a "crash" promotion fund of \$4,000,000 to boost coffee consumption moved closer to reality last month.

A consignment of 1,000 bags of green beans from Colombia, with a current market value of \$60,000, was donated to the fund.

The plan calls for contributions by the producing countries to the special fund "in kind"—coffee—instead of cash. This is designed to utilize the oversupply of coffee and overcome the shortage of dollars.

More than 100 leaders of the coffee trade and allied fields were ferried on a large tug across New York City's East River from the foot of Wall Street to Pier 3, Brooklyn, where they boarded the Flota Mercante Grancolombiana motorship, Manuel Mejia.

In shipboard ceremonies, Arutro Gomez-Jaramillo, general manager of the National Federation of Coffee Growers of Colombia, handed a token ten-pound bag of coffee to J. R. S. Hafers, president of the Pan-American Coffee Bureau, promotional arm of the Latin American producing countries.

Mr. Hafers, in accepting the bag, announced that a contribution of 41,320 bags of green coffee was on its way from Brazil to the United States.

The Bureau president put the token bag of coffee on the auction block, where it was bought by John P. McKiernan, president of the National Coffee Association, for \$170. Proceeds from the sale of the token bag, it was announced, would be donated to the March of Dimes Coffee Party Fund.

The balance of the 1,000 bag consignment, as well as coffee to be contributed to the special "crash" promotional fund by other Latin American countries, will be sold through

regular market channels and the proceeds turned over to the Pan-American Coffee Bureau.

Bidding for the token bag was supervised by Miss Olga Pumarejo, Colombia's Coffee Queen and that country's entry in the Miss Universe contest.

"The need for a special promotion effort at this moment of crisis for the industry is recognized by all of us who produce and sell coffee," Mr. Gomez-Jaramillo declared. "But unhappily our countries are all in the same boat, in that our dollar shortage is even greater than usual, precisely because of declining coffee prices. However, we found a way around this obstacle. We allocated a proportionate part of the coffee, which you all know is in ample supply, for sale here in the United States to provide the dollars for the special fund.

Colombia is first

"The arrival of the first of these contributions in kind is the occasion for our being here today. Speaking as a Colombian and as representative of the National Federation of Coffee Growers of Colombia, I am proud that my country is the first to make a delivery in implementation of our agreement.

"The coffee we are handing over was grown, handpicked and carefully processed on the slopes of the Andes, chosen like all our export grades because it is the finest that the Land of Mountain Coffee produces."

Mr. Hafers pointed out that for nearly a quarter of a century, the coffee growers of Latin America have supported advertising and promotion in the United States through the Pan-American Coffee Bureau.

"Over this period of years, several million dollars have been expended, and by every measure it has been money well spent," he said. "We have seen consumption in this country increase, coffee drinking become more popular and more universal.

"Now, as this very generous gift from Colombia attests, the time has come for an even greater effort. I know that Colombia's initiative will be quickly followed by the other Latin American producers. Indeed, El Salvador and Mexico have specifically affirmed their intention to do so, and I am happy to be able to announce at this time that a contribution from Brazil to the crash program, amounting to 41,320 bags, is already afloat.

Promotion trends

Mr. Hafers said the pattern of the Pan-American Coffee Bureau's advertising and promotion in the immediate future is plain.

"For ten years now, two trends have existed in the United States market, one favorable to the coffee grower and the other unfavorable," he explained. "The favorable trend has been a steadily increasing rate of coffee drinking. The unfavorable one is that many persons are brewing a weaker coffee now than some years ago.

"We believe that through advertising and promotion we can educate the housewife to go back to making coffee the way she did ten years ago. She will have a better beverage to serve her family, and all of us will have a greater market for our product."

Following the auction of the token bag, Mr. McKiernan declared that the presence of many members of the National Coffee Association at the ceremonies was "evidence of our

(Continued on page 58)



NEW NRTCMA OFFICERS: These are the men named at the recent convention of the National Retail Tea and Coffee Merchants Association to head up the organization for the coming year. From left: P. S. Filter, representing NRTCMA's counsel; newly elected President Donald T. McGuire; Treasurer John N. Gardner; retiring President L. H. Reese; second vice president E. P. Randolph, Jr.; First Vice President C. G. Roth. In addition to the men shown, Oliver J. Corbett is secretary. Panel discussions marked the 44th convention, held at The Drake, Chicago. Good business was reported in exhibit hall.

On the menu

Developments among public feeding outlets

New commercial coffee brewer

has disposable paper filters

A new automatic electric coffee brewer, featuring disposable paper filters, gravity-drip extraction and simple design is announced by the Bunn-Omatic division of the Bunn Capitol Co., Springfield, Ill.

Use of the disposable paper filter in the Bunn-Omatic brewer ends the necessity for any cleaning, washing or rinsing chores after a brewing cycle. The grounds and filter are simply dumped into any convenient receptacle and another brewing cycle started. Another advantage of the paper filter is the trapping of all sediment for absolutely clear coffee.

The Bunn-Omatic unit brews 120 cups per hour in four-minute, 12-cup cycles. The operator starts the cycle by inserting a paper filter into a stainless steel cone, pours fresh coffee into the filter, slides the cone into the unit and presses a button. In four minutes the 12-cup decanter is full, the filter and grounds are dumped and another cycle is started.

Continuous and automatic aeration of the water in the no-pressure tank prevents tank staleness. The simple design of the Bunn-Omatic, its few "working parts" and quality materials practically eliminate service problems.

Additional information is available from Bunn-Omatic, division of the Bunn Capitol Co., Springfield, Illinois.

Pressurized square coffee urns

described in new bulletin

A new bulletin recently announced by S. Blickman, Inc., Weehawken, N. J., describes single urns and two-piece and three-piece urn batteries in a new line of "square-low" coffee urns that incorporate precise temperature and pressure control to provide a consistent, high-quality brew.

The square design of the urns has allowed a 50% reduction in urn size, requiring a minimum of counter size. Urn height has also been reduced drastically, to eliminate hazards to personnel and facilitate coffee-making and urn-cleaning procedures.

The urns are all-welded by the Sealweld process, which fuses urn bottoms and sides into one piece of stainless steel to eliminate dropped-out bottoms.

The literature includes prices of all models according to capacity and type of heating. Dimensions for all urns in the line are provided in a detailed drawing. A description of the Tri-Saver filter, a perforated stainless steel filter that eliminates the need for urn bags or filter papers, is also included.

The bulletin is available from S. Blickman, Inc., 8400 Gregory Avenue, Weehawken, N. J.

Theme set for SCRA's meeting

Theme of the fall meeting of the Southern Coffee Roasters Association will be, "What's New in Coffee Today?"

The meeting will be held in New Orleans November 13th.

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Coffee Importers and Agents

Developments in world coffee research to be covered in newsletter

World developments in coffee research will be covered in a newsletter to appear quarterly in Spanish and English.

This was announced by the Inter-American Institute of Agricultural Sciences, of the Organization of American States, Turrialba, Costa Rica.

The Institute's coffee newsletter has been expanded to fill this new function. The publication will be directed not only to extension personnel, as in the past, but to all technicians interested in coffee production, whether in the field of research, promotion or education.

The newsletter will also constitute a follow-up to the courses in coffee production technology which have been held annually at Turrialba for the past three years.

The first issue includes a study of the problems of nematodes in coffee production, by Pierre G. Sylvain, horticulturist with the Inter-American Institute of Agricultural Sciences.

Dr. Sylvain was co-editor of "Advances in Coffee Production Technology," the most comprehensive treatment of the field to date. It appeared as a special November, 1958, issue of COFFEE & TEA INDUSTRIES and has since been made available in book form in English and Spanish.

Co-editor of "Advances in Coffee Production Technology" was Bernard Sachs, editor of COFFEE & TEA INDUSTRIES.

Plans for the newsletter call for articles based on critical reviews of literature on specific subjects, articles with original data on any phase of coffee knowledge, abstracts or summaries of significant items from the reports of research centers, etc.

The Institute said that it welcomes the cooperation of all coffee technicians on suggestions and material.

Analytical technique breaks bottleneck on new knowledge of coffee aroma

Important new knowledge of the nature of coffee aroma is being obtained through a unique analytical technique called gas chromatography. According to Dr. Ernest E. Lockhart, Scientific Director of The Coffee Brewing Institute, Inc., availability of the highly accurate instrument that performs this type of analysis has broken through a longstanding bottleneck in coffee research.

Prior to the introduction of the first successful commercial chromatographic instrument in 1955 by the Perkin-Elmer Corp. Norwalk, Conn., work in improving coffee had all but ceased.

Traditional methods of analysis often required use of hundreds of pounds of coffee to obtain a single test concentrate. Equipment was cumbersome, slow and costly. Highly skilled—and expensive—technicians were needed to run the most simple test.

The P-E "Vapor Fractometer", with its high accuracy and sensitivity, its ease and speed of operation, and its small sample requirement, has overcome these problems, it was stated.

With the Fractometer as the focal point of its reactivated research program, CBI chemists have already been

able to separate and identify many of the minute trace compounds that characterize the aroma of coffee.

Other achievements in their collaborative effort with a team at the Southwest Research Institute, under John Rhoades, have been successful studies of the manner in which aroma develops in various coffees during the six minutes, more or less, of the roasting process; analysis of different commercial blends as defined by chromatograms; a study of aroma transfer from grounds to beverage; and research on the stability of aroma in both regular and instant coffees.

The surface has barely been scratched, it was explained. Dr. Lockhart foresees extensive improvements in quality control, blending, processing and packaging of coffees to come from research made possible by gas chromatography.

The fractionating process itself is essentially a simple one. Volatiles in the sample are vaporized and passed through a long, thin column with an inert carrier gas. The column has been treated with one of a variety of packing materials and/or coatings so that it retards the flow of the volatiles. Each component of the sample is slowed to a rate determined by its individual physical and chemical characteristics. As the separated components emerge from the column, their mass is measured by their conductivity of an electrical current. The time at which they emerge indicates their identity.

A recent development in this field that has already found a place in the coffee industry is the Perkin-Elmer Process Vapor Fractometer. This instrument is connected directly into the process stream. In operation, it periodically extracts samples from the stream, analyzes them and sends signals to the stream controllers which correct any deviation from the chemical profile of the standard blend.

Increasing share of food market captured by away-from-home eating

An increasing share of the nation's food is being marketed by food service establishments, such as restaurants, cafeterias, hotels, schools and other away-from-home eating places, according to a report issued by the U. S. Department of Agriculture.

One fourth of the consumer's food dollar, on the average, is spent for food served away from home.

This information is presented as part of a research report by USDA's Agricultural Marketing Service on operating policies and practices of some leading institutional wholesalers who are suppliers of food service establishments.

Dear Sir

LETTERS TO THE EDITOR

Dear Sir:

We found very good reading in your November, 1958, issue of COFFEE & TEA INDUSTRIES.

Your supplement, "Advances in Coffee Production Technology", was of considerable interest and, as subscribers, we thank you for same.

Charles D. Baker

Manager, W. Gregg & Co., Ltd.
Dunedin, New Zealand

Solubles

Developments among public feeding outlets

Tasti-Cup pushbutton instant coffee

to be distributed by National Dairy

The first pushbutton liquid instant coffee to hit the market is going to get heavy promotion in the New York City metropolitan market after Labor Day.

Arrangements have been made for Tasti-Cup to be distributed by the Sheffield Farms Sealtest Division of the National Dairy Corp. through dairy cases, according to Food Field Reporter.

The eight-ounce product will be supported by intensive advertising and merchandising. End-aisle refrigerated displays will be set up during the introductory period.

Tasti-Cup will probably share refrigerated display bins with other Sheffield Sealtest products in special promotions lasting one or two weeks. Sheffield Sealtest will keep the display bins iced.

Tasti-Cup is said to wholesale for the same price as leading brands of six-ounce powdered instant coffee and to give the same yield—about 50 to 60 cups of beverage.

At \$1.19 retail, it will carry a profit margin of more than 25%, it was reported.

The Spratainer aerosol, supplied by the Crown Cork & Seal Co., makes possible Tasti-Cup's claim that "this is the first time a coffee, or probably any food, ever has been kept in a constant vacuum pack without being exposed to air at any time from the moment of processing until the con-

sumer dispenses the last drop," according to Mortimer J. Kahan, president of the Tasti-Cup Coffee Corp., Brooklyn, N. Y., and inventor of the coffee-extraction and aerosol-filling processes used. Two patents are held on the extraction process and a patent has been applied for on the aerosol-filling method.

Mr. Kahan revealed that three leading chains have contracted to handle Tasti-Cup. Extensive distribution from Sheffield Sealtest's 500 trucks and drivers is expected in New York area supermarkets. Rich-Diener is the broker.

Advertising will emphasize the quality story, with the slogan "Delivered fresh to your store by the Sheffield Sealtest milk man." TV spots, newspaper ads and subway platform posters will be used. A \$150,000 advertising campaign being developed by Hartman Advertising.

In addition to quality, convenience advantages were claimed for the product by Mr. Kahan.

"The consumer has merely to press the aerosol button and spoon out a portion of powder," he said. This convenience may be carried a step further, he revealed, as Tasti-Cup is experimenting with a metering valve which will dispense three-fifths of a spoon of liquid—enough for the average cup of coffee—with the press of the aerosol button.

Tasti-Cup has stepped up its operations to a round-the-clock basis, storing the output in refrigerated cold storage, in preparation for the Labor Day supermarket introduction, Food Field Reporter said. New processing and filling equipment is now being installed to give a completely automatic assembly line capable of turning out 200 cans a minute.

Tasti-Cup has given National Dairy a one-year option to

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distribute in other markets and is eyeing the possibility; of national distribution in a few years.

Some production for the military market is also expected. The first order has already been reported by military food broker V. H. Monette.

In addition, Mr. Kahan sees a promising market for larger sizes—quarts and half-gallons—in institutions and vending machines.

Instant coffee will increase world's

bean consumption, Middle America says

"It is beginning to appear that total world consumption of the coffee bean will actually increase, due to the convenience of instant."

This statement was made recently by Middle America, a quarterly published by the United Fruit Co., in an article, "The Challenge of 'Coffee in an Instant.'"

The article declares that "in spite of sneers from the purists, the popularity of soluble coffee is growing even in the home of the coffee bean. At some airports in Middle America there are booths where travelers can get a free cup of 'instantaneo.'"

Latin America acted to meet a seeming threat, the article indicates. "Since one of the principal varieties used by many American manufacturers was Robusta, a lowland coffee from Africa, increasing Yankee acceptance of instant coffee seemed to threaten decreasing curves on Latin American export charts.

"To Middle America the mandate was clear: they had to compete for the soluble coffee market. And what better way, they reasoned, than by exporting not only the raw material but the finished product.

The publication said that Middle American coffee men, by the construction of plants in El Salvador, Mexico and Guatemala, "are now in a position to benefit from a situation that might have spelled trouble."

Instant coffee sales will reach

\$500,000,000 in 1959, research shows

Instant coffee sales will amount to \$500,000,000 in 1959.

This was indicated by research which paved the way for the decision by the Maxwell House Division of the General Foods Corp. to market a ten-ounce jar of instant coffee.

The research also showed that:

Three out of every five coffee drinkers use instant coffee, accounting for 35% of all the cups of coffee consumed.

About 40% of total soluble coffee volume is consumed by persons who drink ten or more ounces in a three-week normal buying period.

Baxter to handle Eastern sales for Sol Cafe

The Sol Cafe Manufacturing Corp., Jamaica, N. Y., has announced the appointment of Edmund D. Baxter as sales manager, eastern region.

A native New Yorker, Mr. Baxter is experienced in all phases of the coffee industry. He was formerly with the G. Washington Division of American Home Foods.

The appointment is part of Sol Cafe's vigorous expansion program, inaugurated earlier this year with the opening of its new \$2,500,000 plant. April saw the opening of the New England Sales office, located in downtown Boston.

coffee registration and "overdraw" in Brazil

By KENNETH H. FAIRCHILD, Fairchild & Bolte

These personal observations on the coffee situation in Brazil were made by Mr. Fairchild just after his return from a month's visit to that producing country.

"Anything can happen between now and October, 1960."

This was one of the last statements made to me by a Brazilian coffee exporter the day I left Santos. He referred, of course, to the coming elections and the Odds-on favorite to win the election, Jamio Quadros. Faith in this candidate was expressed by 99% of the Brazilians I met during my extended trip from Rio to the northwest border of Parana.

Today Brazil is in an excellent position to regain lost friends and make new ones. The crop is large, the quality excellent and the price is right.

Unfortunately, and as always seems to be the case, the exporter at this writing is faced with a severe handicap. The sacrifice quotas demand 40% of his production. This, in itself, is justifiable, but it completely eliminates low grade offerings so necessary to compete successfully with Africa. But the big problem is registration and its vicious companion, "overdraw."

Regardless of where the registration is fixed, you will continue to have this problem—for with large crops, you will always find anxious sellers. Under the present minimum, as against selling price, there isn't any firm that can continue selling at 31¢ to 32¢, registering at 33.77¢ and remitting the difference. Eventually the well will run dry, to say nothing of the increased demand for dollars, which has advanced the cruzeiro from 140 to 156 in two weeks. Another problem is the Bookkeeping. The sale must be entered at the official price of 33.77¢, showing a false profit.

The solution will undoubtedly be forthcoming within the next 30 days. But I am afraid the solution will only cause another problem. If the Bank of Brazil allows the exporter to draw the difference officially, through them, at a more attractive rate and allows the true price to be entered, prices will decline again—this you can depend on. The solution, as I see it, is to hold the present line regardless of its hardships. Continue the internal support measures, pushing the cruzeiro price up to the equivalent of 33.77¢, which is their aim. Certainly, fine Brazilian coffee at present levels is very attractive, and a further reduction is not going to increase demand—not with Colombians and Centrals in the 40¢ to 45¢ bracket.



My trip through northern Parana was an education. Towns had become cities, forests were now plantations and coffee was king. The importance of coffee is vital. Without it, or with a severe decline, the state would go bankrupt and cause unemployment and even starvation. If our State Department needs proof of the importance of coffee to Brazil, they need only look at Parana.

The Parana crop is fantastic. Trees are so loaded that the leaves have fallen off, branches are hanging to the ground and, of course, the "varaço" on the ground is enormous. Where a farmer figured on 100,000 bags in cherries, he has 200,000. Proportionately, his labor is totally inadequate. More than 50% of the trees are still to be picked. Fortunately, the weather has held dry. If rain holds off until mid-August, the crop will be excellent, but the next crop will be small. It will be small regardless, say 60% of the present crop. But if it doesn't rain in August, they can expect a Parana crop of no more than 5,000,000 bags for 1960/61.

I did not visit Sao Paulo, but needless to say, the quality is excellent. Brazil is washing coffees more and more. Most of these fine washed coffees are going to Europe at good prices. I saw a 17/18 screen blue washed lot that sold at \$44 Spanish. It is understandable why they are washing. Also, a washed coffee has the advantage of not paying any sacrifice quota and has free entry. But, in my opinion, there is no finer coffee in the world than a genuine Bourbon, and to wash such a coffee is pure sacrilege. On the other hand, washing a hard or Rioy coffee cannot make it drink. However, with these many advantages, more and more coffees will be washed.

I want to congratulate Mr. Renato and his administration for doing a good job under severely adverse conditions. Brazil is selling coffee. If the exporter, through his desire to anticipate, chooses to sell at 29¢, that is a problem he has created. If, by the same token, he continues to sell at 2¢ below minimums, that also is his Frankenstein.

"B" Contract differentials revised

by New York Coffee and Sugar Exchange

The New York Coffee and Sugar Exchange has announced that differentials have again been revised to relate them to values in the spot market.

On deliveries in the new "B" contract (September, 1959, and after), the discount from the basis grade will now be 50 points for 5's and 100 points for 6's. Before it was 100 and 200 points, respectively.

The discount for "soft" coffees has been reduced from 75 to 50 points, and for "softish", 150 points to 125 points.

No change has been made in contract "M" differentials.

FAIRCHILD & BOLTE

120 WALL STREET

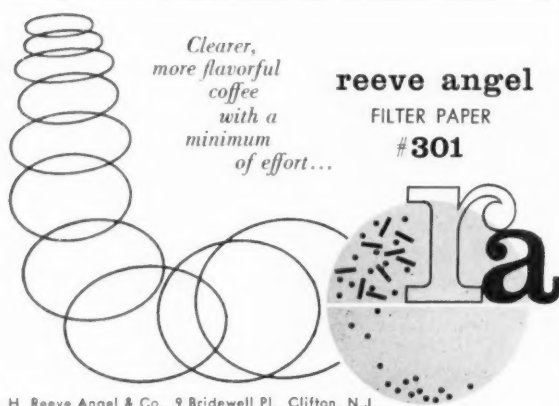
NEW YORK

Green Coffee

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N.Y. COFFEE AND SUGAR EXCHANGE**



H. Reeve Angel & Co., 9 Bridewell Pl., Clifton, N.J.

Want fast action?

Use the
Classified Exchange

See Page 64

Intensive regional drive

launched for Boscul Coffee

An intensive regional advertising campaign utilizing newspapers, radio, television, car cards and outdoor signs has been launched for its Boscul coffee by the Wm. S. Scull Co., Camden, N. J.

The campaign is part of the most aggressive sales push in the history of the 128-year-old company, which recently became affiliated with the Old Judge Coffee Co., St. Louis.

Since the affiliation, Boscul's sales force has been increased, its management reorganized and its operation expanded.

Already underway in the campaign is sponsorship of the new half-hour television film presentation, "U. S. Border Patrol," on WFIL-TV, Philadelphia, and WGAL-TV, Lancaster, Pa.

Page ads were scheduled for newspapers throughout Pennsylvania and New Jersey, plus a saturation schedule of radio spots, starting in September.

Planned for the summer months is a dealer cooperative promotion program, including advertising and display allowances, consumer discounts and point-of-purchase display material.

Themes of the campaign are "Ah . . . coffee so great you'll love it straight!" and "Premium quality . . . cup after cup. Boscul . . . the coffee with aroma-ah!"

James L. Brennan, general sales and advertising manager of both Old Judge and Scull, said the new Boscul slogans are the result of widespread market research study of coffee preferences. Advertisements in the campaign will appeal to the coffee lover's preference for a premium blend.

The Scull company is owned by the R. C. Williams Co., New York City, which owns other coffee companies around the U. S. including Old Judge. It was a Williams decision to affiliate Scull with Old Judge management.

Prior to its acquisition by Williams on May 1st, Scull was owned by the Duncan Coffee Co., Houston, Texas.

Lee Foster joins U. & J. Lenson;

heads bulk coffee, tea in New England

E. Lee Foster has joined the U. & J. Lenson Corp., Brooklyn, N. Y., importers and packers of coffee and tea, it was announced by Victor Hugo, Lenson vice president.

Mr. Foster has been named manager of Lenson's New England bulk coffee and tea department. Headquarters are at 156 State Street, Boston.

For the past 33 years, Mr. Foster was with the Eppens, Smith Co., Inc., Secaucus, N. J. Before that he served in the Orient as a tea buyer for the J. C. Whitney Co., now Irwin-Harrisons-Whitney, Inc.

Mr. Foster is considered a dean among tea experts in the United States. He is said to be one of the few tea tasters who also has a thorough knowledge of green coffee.

Lenson operates a modern roasting and packing plant in the Bush Terminal industrial area of Brooklyn. The company has been in business since the turn of the century.

Lenson produces for the trade, either bulk or printed label, and also packs widely known Sweden House Coffee for distribution through its subsidiary, the Scandinavian Coffee Corp.

"Hot as fire! Black as night!"
How Maxwell House developed
its new western blend

On May 8th, in Denver, Colorado, a new idea was presented to Maxwell House sales representatives, according to a report in Maxwell House Messenger, published by the Maxwell House Division of the General Foods Corp.

It was then that a new quality vacuum coffee—Maxwell House Western Blend—was introduced to members of the Seattle and Denver Territories and sales representatives from other Western areas.

Maxwell House developed the new western blend as the answer to the demand of consumers in the West for a darker, richer coffee. Years of intensive General Foods research among thousands of coffee drinkers proved that the preferred coffee of Western consumers is a darker roast. The same research revealed that Western coffee drinkers prefer a richer, stronger blend of coffee. From the findings of this research, which initially began many years ago, new Maxwell House Western Blend was developed and is now being produced at the San Leandro Plant.

Then began the process of developing a basic marketing and advertising strategy for this new coffee idea, Maxwell House Messenger explains.

The objective of the division, which was given to the product group and the agency, Ogilvy, Benson & Mather, Inc., was to develop a plan for establishing new Maxwell House Western Blend in the minds of Western consumers and retailers as an exciting new coffee.

The first step in accomplishing this objective was to create an entirely new package which would tell the consumer of the changes in blend and roast. On the basis of package research, it was decided to use a fiery red color to convey the vigorous coffee image of Western Blend. The familiar Maxwell House cup was retained, but the cup is a bolder and more masculine design. Color was also added to the top of the package to create a bold new look. The result is a dramatically new design which communicates a new, Western, masculine feeling.

Next came the creation of an advertising theme which would express the excitement, the vigor, the newness of Maxwell House Western Blend. After months of writing and testing ideas, Ogilvy, Benson & Mather produced the selling theme, "Maxwell House Western Blend—the coffee that's so good you can drink it hot as fire and black as night."

Consumer advertising features the new package and the campaign theme. Red and black are the dominant colors used in all print advertising and in-store display material. The use of these colors with the illustration of flames leaping around the new package

helps to express the "Hot as fire! Black as night!" theme.

Once the new package and the creation of the advertising theme had been completed, the next step in achieving the marketing objective was to develop an effective and powerful new introductory promotion for Maxwell House Western Blend, initially in Denver and Seattle.

What may be the largest advertising campaign in the history of Western regular coffee advertising is currently being used to introduce this exciting new coffee to these areas. Large, full-color newspaper advertisements, network and spot television commercials, and giant outdoor posters are telling

consumers in Denver and Seattle about the new coffee. In addition, the biggest and most valuable coupon mailing on regular coffee ever made in those areas will reach almost every home. Exciting in-store display materials and selling sheets bearing the theme "Hot as fire! Black as night!" are being used effectively.

Excitement and enthusiasm were the keynote of the presentation of new Maxwell House Western Blend at the introductory sales meeting in Denver. Among those attending this meeting were National Sales Manager Paul McGowan, Western Region Sales

(Continued on page 63)

NO-DRIP® FAUCETS BY TOMLINSON

Model N Series Inverted Faucet Head (stainless steel or brass)

Model SC Self-Closing Faucet Head

Model S-1 Self-Closing Faucet Head With Cleanout

Model S-3 Self-Closing Faucet Head

Model R-1 Coffee Faucet Head with Cleanout and Handle Stop

Model W-3 Water Boiler Gauge Faucet with 1/2" Shank and 29 Gauge Base

Model PN-3 Integral Draw-Off Faucet

Model STC-3 Self-Closing Faucet Head (stainless steel)

Model SA-1 Self-Closing Faucet Head for Thermal Jugs. Wing Nut 1 1/2" x 20 NPT. (brass chrome plated or nylon)

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Heart of your Urn
 Whatever liquid or liquid food
 you may dispense—coffee—iced
 tea—hot chocolate—fruit juices
 —consomme—hot water—
 soft drinks—and others.
TOMLINSON
 has the faucet
 and the fittings
 you want.

The sign of distinction and quality service

TOMLINSON NO-DRIP FAUCET COMPANY

1601 St. Clair Avenue • Cleveland 14, Ohio

Marketing

advertising . . . merchandising . . . promotion

Intensive radio campaign promotes

Savarin Instant for iced coffee

S. A. Schonbrunn & Co., Inc., Palisades Park, N. J., roasters and distributors of Savarin Coffee, have an intensive summer radio campaign underway, promoting iced coffee made with Savarin Instant and cold tap water.

The metropolitan areas of New York and Philadelphia are being blanketed with 153 one-minute spots per week on seven radio stations—WNEW, WRCA, WMCA, WMGM and WINS in New York City, plus WCAU and WRCV in Philadelphia.

A new musical commercial was created for this promotion and is in two rhythms, jazz and cha cha cha.

This radio push is being integrated with Savarin's continuous television schedule, which includes five programs per week and a flight of spots on WRCA-TV and WCBS-TV in New York City; WCAU-TV and WRCV-TV in Philadelphia and WNHC-TV in New Haven, Conn.

Savarin Instant has been in distribution since last September.

Lee J. Ross, advertising manager of S. A. Schonbrunn & Co., feels that with proper promotion iced coffee can become one of the nation's most popular summertime drinks. It is considered to be a better thirst quencher than sweetened or carbonated beverages, he emphasizes, and adds that it is inexpensive to make. A ten-ounce glass costs about 1½¢. Moreover, it requires no bottling or refrigerating.

Foote, Cone & Belding is the advertising agency for S. A. Schonbrunn.

Black coffee underfoot

The W. L. Douglas Shoe Co., Nashville, Tenn., has named the color of its fall line of men's shoes, "Black Coffee," reports the National Coffee Association's News Letter.

Douglas' advertising manager says the company will promote its "Black Coffee" line in three national magazines, beginning with the October issue of Esquire.

The firm is interested in arranging tie-ins with roasters in different areas of the country.

Schilling boosts coffee sales

with circus show at supermarkets

The Schilling Division of McCormick & Co., Inc., is going to make the most of what it has found to be a good thing.

Schilling has been boosting coffee sales in northern California with a circus. The circus—which has everything from elephants to clowns—plays three-day stands at supermarkets.

Stores like it, according to reports. They find volume increasing 25% to 30%.

Schilling likes it, too. Sales on the division's coffee and other items were said to go up 30% during the events, with strong repeat business.

The circus has also won good will for Schilling from big volume grocery operators and has stimulated excellent relationships between Schilling field personnel and store executives.

As a result, the circus has been expanded from a seasonal local promotion to a year-round event which may be staged at supermarkets in 22 states.

Nick Montano, coffee sales manager for the division, developed the idea for the circus. He is a former jazz musician who loves shows.

Olwell named general manager of Rich-Taste

E. G. "Jerry" Olwell, Jr., has been appointed general manager of the Rich-Taste Corp., Flushing, N. Y., according to an announcement by Sol Berg, president.

Mr. Olwell joined the food manufacturer in January, 1959, as manager of sales and service. The firm is currently distributing Rich-Taste brand instant coffee, instant tea, instant decaffeinated coffee and vitaminized-homogenized chocolate syrup in 17 Eastern states.

A veteran of World War II, Mr. Olwell attended the University of Notre Dame. He was affiliated with The Kroger Co., and was director of merchandising and advertising for Dominion Dairies, Ltd., a large Canadian firm. While in Canada, Mr. Olwell lectured in the marketing department of Sir George Williams College.

Several new products are planned for late 1959 and early 1960 introduction, and distribution is to move to the Midwest as food broker and warehousing arrangements are completed, according to the announcement.

QUALITY COFFEES

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SANTOS • PARANAGUA • ANGRA • RIO DE JANEIRO

CENTRAL AMERICANS

COSTA RICA • GUATEMALA • NICARAGUA • SALVADOR

COLOMBIANS

MEDELLIN • ARMENIA • MANIZALES • SEVILLA • GIRARDOT

W. R. GRACE & CO.

COFFEE & TEA INDUSTRIES and The Flavor Field

Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ablmann Trans Caribbean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Al-Pac—American Pacific Line
Am-Pres—American President Lines
Arg-State—Argentine State Line
Am-W Afr—American West African Line
B-Afr—Belgian African Line
Barb-W'n—Barber Wilhelmsen Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Bl-Dia—Black Diamond Steamship Co.
Brodin—Brodin Line
Carib—Caribbean Line
Col—Columbus Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dempster—Elder Dempster Lines
Dodero—Dodero Lines
Eld-Dem—Elder Dempster Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Grancolombiana (New York), Inc.
Gulf—Gulf & South American Steamship Co., Inc.

Hellenic—Hellenic Lines Ltd.
Hoegh—Hoegh Lines
Hol-Int—Holland-Interamerica Line
Independence—Independence Line
Isthmian—Isthmian Lines, Inc.
JavPac—JavaPacific Line
Lawes—Lawes Shipping Co., Inc.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenc Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
PTL—Pacific Transport Lines, Inc.
R Netb—Royal Netherlands Steamship Co.
Robin—Robin Line
Scindia—Scindia Steam Navigation Co., Ltd.
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Swed-Am—Swedish American Line
Torm—Torm Lines
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gt—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
ML—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nt—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SD—San Diego
SF—San Francisco
Se—Seattle
St. Jo—Saint John
Ta—Tacoma
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ABIDJAN			
8/11	Afr Dawn	Farrell	NY8/28
8/19	Sherbro	Eld-Dem	NY9/6 Ba9/8
8/27	Afr Glen	Farrell	NY9/13
8/31	Del Santos	Delta	N09/17
9/11	Swedru	Eld-Dem	NY9/28 Ba10/1
9/12	Afr Grove	Farrell	NY9/29
9/2	Boffa	Bl-Dia	NY9/19
9/24	Del Alba	Delta	N010/10
9/26	Afr Sun	Farrell	NY10/13
10/2	Shong	Eld-Dem	NY10/19 Ba10/26
10/2	Bandama	Bl-Dia	NY10/20
10/9	Afr Glade	Farrell	NY10/26
10/12	Del Valle	Delta	N010/29

ACAJUTLA

8/11	Brattingsborg	UFruit	Cr 8/17 N08/26
8/11	Texita	UFruit	Cr 8/15
8/25	Texita	UFruit	Cr 8/29

ANGRA dos REIS

8/13	Del Campo	Delta	N08/30 Bo9/3
8/15	Evaner	Wes-Lar	LA9/14 SF9/16 Po9/23 Se9/25 Va9/26
8/27	Del Aires	Delta	N09/13 Ho9/17
9/3	Del Oro	Delta	N09/21 Ho9/25

9/10	Nordanger	Wes-Lar	LA10/8 SF10/11 Po10/17 Se10/19 Va10/20
9/17	Del Mundo	Delta	N010/5 Ho10/9
10/1	Del Sol	Delta	N010/19 Ho10/22

BARRIOS

8/10	Arctic Tern	UFruit	NY8/17
8/14	Leon	UFruit	Ho8/20 N08/23
8/15	Flynderborg	Carib	Ba8/23 Pa8/24 NY8/25
8/17	Arctic Gull	UFruit	NY8/25
8/21	Lempa	UFruit	Ho8/27 N08/29
8/22	Lovland	Carib	Ba8/31 Pa9/1 NY9/2
8/24	Jytte Skou	UFruit	NY8/31
8/28	Christiane	UFruit	Ho9/4 N09/6
8/31	Arctic Tern	UFruit	NY9/7
9/4	Leon	UFruit	Ho9/10 N09/12
9/7	Arctic Gull	UFruit	NY9/14
9/11	Lempa	UFruit	Ho9/17 N09/19
9/14	Jytte Skou	UFruit	NY9/21
9/18	Christiane	UFruit	Ho9/25 N09/27
9/21	Arctic Tern	UFruit	NY9/28
9/25	Leon	UFruit	Ho10/1 No10/3
9/28	Arctic Gull	UFruit	NY10/5

BUENAVENTURA

8/10	Grey Master	Granco	LA8/20 SF8/23 Va8/31
8/13	Cd. deBarquilla	Granco	Pa8/20 Ba8/21 NY8/23

SAILS	SHIP	LINE	DUE
8/14	Farmer	Gulf	Ho8/21 N08/29
8/16	Cd. de Ibaque	Granco	Ho8/25 N08/28

CORINTO

8/13	Managua	Mam	Ho8/22 N08/26
8/15	Bergerac	Mam	NY8/28
9/13	El Salvador	Mam	Ho9/12 N09/16
9/7	Costa Rica	Mam	NY9/21

CORTES

8/11	Arctic Tern	UFruit	NY8/17
8/16	Leon	UFruit	Ho8/20 N08/23
8/17	Flynderborg	Carib	Ba8/23 Ba8/24 NY8/25
8/18	Arctic Gull	UFruit	NY8/25
8/23	Lempa	UFruit	Ho8/27 N08/29
8/24	Lowland	Carib	Ba8/31 Pa9/1 NY9/2
8/25	Jytte Skou	UFruit	NY8/31
8/30	Christiane	UFruit	Ho9/4 N09/6
9/1	Arctic Tern	UFruit	NY9/7
9/6	Leon	UFruit	Ho9/10 N09/12
9/8	Arctic Gull	UFruit	NY9/14
9/13	Lempa	UFruit	Ho9/17 N09/19
9/15	Jytte Skou	UFruit	NY9/21
9/20	Christiane	UFruit	Ho9/25 N09/27
9/22	Arctic Tern	UFruit	NY9/28
9/27	Leon	UFruit	Ho10/1 N010/3
9/29	Arctic Gull	UFruit	NY10/5

CRISTOBAL

8/17	Brattingsborg	UFruit	N08/26
8/28	Choluleca	UFruit	NY9/4
9/20	Brattingsborg	UFruit	N09/28

DAR es SALAAM

8/17	Lombok	Nedlloyd	NY9/17 LA10/5 SF10/9 Po10/14 Se10/19
			Val0/23

SAILS	SHIP	LINE	DUE
8/23	Afr Planet	Farrell	Bo9/22 NY9/24
8/24	Harry Culbreath	Lykes	Gulf 9/28
8/29	Arna	Af-Pac	LA10/14 SF10/17 Po10/21 Se10/24 Val0/26
9/9	Afr Moon	Farrell	Bo10/9 NY10/11
9/13	Sarangani	Nedlloyd	NY10/15 LA11/2 SF11/6 Poll1/11 Sell1/16
			Val1/20
9/29	Lawak	Nedlloyd	NY10/31 LA11/18 SF11/22 Poll1/27 Se12/1
			Val2/6
10/1	Afr Star	Farrell	Bo11/2 NY11/4
10/2	Leopold	Af-Pac	LA11/20 SF11/23 Poll1/27 Sell1/30 Val2/1
10/17	Afr Crescent	Farrell	Bo11/17 NY11/19
11/11	Afr Rainbow	Farrell	Bo12/13 NY12/15
11/28	Afr Planet	Farrell	Bo12/29 NY12/31

DJIBOUTI

8/25	Lombok	Nedlloyd	NY9/17 LA10/5 SF10/9 Po10/14 Se10/19
			Val0/23
9/22	Sarangani	Nedlloyd	NY10/15 LA11/2 SF11/6 Poll1/11 Sell1/16
			Val1/20
10/11	Lombok	Nedlloyd	NY10/31 LA11/18 SF11/22 Poll1/27 Se12/1
			Val2/6

DOUALA

8/23	Boffa	BI-Dia	NY9/19
9/6	Afr Sun	Farrell	NY10/13
9/23	Bandama	BI-Dia	NY10/20

LA LIBERTAD

8/10	Brattingsborg	UFruit	Cr 8/17 N08/26
8/10	Texita	UFruit	Cr 8/15
8/10	Managua	Mam	Ho8/22 N08/26
8/12	Bergerac	Mam	NY8/28
8/24	Texita	UFruit	Cr 8/29
8/31	El Salvador	Mam	Ho9/12 N09/16
9/4	Costa Rica	Mam	NY9/21

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since 1919**

Delta Line

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NEW YORK — CHICAGO
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SANTOS: DELTA LINE, INC.
Praça da Republica 87

ABIDJAN & DOUALA
Union Maritime et Commerciale

LUANDA & LOBITO
Hull, Blyth (Angola), Ltd.

MATADI
Phs. Van Ommeren (Congo) S.C.R.L.

**TO NEW ORLEANS AND OTHER
U. S. GULF PORTS...FROM**

SOUTH AMERICA
PARANAGUA, SANTOS
RIO DE JANEIRO, VICTORIA
Regular weekly sailings



WEST AFRICA
ANGOLA, BELGIAN CONGO,
CAMEROONS, IVORY COAST,
AND LIBERIA
Direct regular service



SAILS SHIP LINE DUE

LA UNION

8/11	Managua	Mam	Ho8/22	N08/26
8/13	Bergerac	Mam	NY8/28	
9/1	El Salvador	Mam	Ho9/12	N09/16
9/5	Costa Rica	Mam	NY9/21	

LUANDA

8/15	Afr Glen	Farrell	NY9/13	
8/16	Tervaete	B-Afr	NY9/4	
8/24	Del Santos	Delta	N09/17	
8/30	Steenstraete	B-Afr	NY9/18	
8/31	Afr Grove	Farrell	NY9/29	
9/14	Afr Sun	Farrell	NY10/13	
9/17	Del Alba	Delta	N010/10	
9/27	Afr Glade	Farrell	NY10/26	
10/3	Del Valle	Delta	N010/29	

MATADI

8/18	Afr Glen	Farrell	NY9/13	
8/20	Tervaete	B-Afr	NY9/4	
8/21	Del Santos	Delta	N09/17	
8/31	Steenstraete	B-Afr	NY9/18	
9/3	Afr Grove	Farrell	NY9/29	
9/15	Del Alba	Delta	N010/10	
9/15	Afr Sun	Farrell	NY10/13	
9/29	Del Valle	Delta	N010/29	
9/30	Afr Glade	Farrell	NY10/26	

MOMBASA

8/18	Afr Planet	Farrell	Bo9/22	NY9/24	
8/20	Lombok	Nedlloyd	NY9/17	LA10/5	SF10/9 Po10/14 Se10/19
					Val0/23
8/27	Arna	Al-Pac	LA10/14	SF10/17	Po10/21 Se10/24 Val0/26
9/4	Afr Moon	Farrell	Bo10/9	NY10/11	
9/17	Sarangani	Nedlloyd	NY10/15	LA11/2	SE11/6 Po11/11 Se11/16
					Val1/20
9/26	Afr Star	Farrell	Bo11/2	NY11/4	
10/2	Leopold	Al-Pac	LA11/20	SF11/23	Po11/27 Se11/30 Val2/2
10/3	Lauak	Nedlloyd	NY10/31	LA11/18	SF11/22 Po11/27 Se12/1
					Val2/6
10/13	Afr Crescent	Farrell	Bo11/17	NY11/19	
11/7	Afr Rainbow	Farrell	Bo12/13	NY12/15	
11/24	Afr Planet	Farrell	Bo12/29	NY12/31	

PARANGUA

8/10	Guatemala	Lloyd	N08/29	Ho9/3	
8/10	Del Camp	Delta	N08/30	Bo9/3	
8/11	Evanger	Wes-Lar	LA9/14	SF9/16	Po9/23 Se9/25 Va9/26
8/11	Mormacwave	Mormac	Jx8/29	NY9/2	Bo9/4 Pa9/6 Ba9/8 N9/9
8/12	Cap Frio	Col	NY8/29	Bo9/1	Pa9/4 Ba9/6
8/12	Brasil	Lloyd	NY8/30		
8/14	Sagoland	Brodin	Ba9/3	NY9/4	Pa9/8 Bo9/10 M19/14
8/14	Evanger	Wes-Lar	LA9/14	SF9/16	Po9/23 Se9/25 Va9/26
8/15	Progress	Nopal	N09/1	Ho9/4	
8/15	Mormacsurf	Mormac	LA9/15	SF9/18	Va9/25 Ce9/27 Po9/29
8/16	Mormacelm	Mormac	NY9/4	Bo9/7	Pa9/9 Ba9/11 N9/12
8/17	Del Sud	Delta	N09/2	Mo9/5	
8/19	Alphacca	Hol-Int	NY9/5	Bo9/10	HR9/12 Chs9/16 Ba9/18 Pa9/19
8/21	Sagoland	Brodin	Ba9/8	NY9/9	Pa9/11 Bo9/12 M19/17
8/22	Paraguay	Lloyd	NY9/9		
8/22	Mormacdove	Mormac	Jx9/12	Ba9/16	Pa9/18 NY9/19 Bo9/21 M19/25
8/24	Bronco	Nopal	N09/12	Ho9/15	
8/24	Del Aires	Delta	N09/13	Ho9/17	
8/28	Mormacisle	Mormac	LA9/29	SF10/2	Val0/9 Se10/11 Po10/13
8/28	Erik Banck	Brodin	Ba9/16	NY9/17	Pa9/20 Bo9/22 M19/27
8/29	Mormac teal	Mormac	NY9/26	Bo9/29	Pa10/1 Ba10/2 Jx10/3
8/31	Del Oro	Delta	N09/21	Ho9/25	
9/2	Chile	Lloyd	NY9/20		
9/2	Alpharat	Hol-Int	NY9/18	Bo9/22	HR9/25 Chs9/27 Ba9/30
					Pa10/3
9/4	Mormacowl	Mormac	Jx10/2	NY10/6	Bo10/9 Pa10/10 Ba10/11 Nf10/12
9/5	Nordanger	Wes-Lar	LA10/8	SF10/11	Po10/17 Se10/19 Val0/20
9/7	Del Mar	Delta	N09/22	Ho9/26	
9/9	Blue Master	Nopal	N09/28	Ho10/1	
9/11	Mormacstar	Mormac	NY10/4	Bo10/7	Pa10/9 Ba10/11 Nf10/12
9/11	Mormacdawn	Mormac	LA10/13	SF10/16	Val0/23 Ce10/25 Po10/27
9/12	Panama	Lloyd	NY9/30		
9/12	Del Mundo	Delta	N010/5	Ho10/9	
9/12	Salta	SCross	NY9/29	Bo10/1	Pa10/3 Ba10/5 Nf10/6

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SAILS	SHIP	LINE	DUE
9/15	Somerville	Nopal	N010/4 Ho10/7
9/21	Bolivia	Lloyd	NY10/10
9/21	Del Norte	Delta	N010/7 Ho10/17
9/24	Nordglint	Nopal	N010/11 Ho10/14
9/26	Del Sol	Delta	N010/19 Ho10/22
10/9	Trader	Nopal	N010/27 Ho10/30

RIO de JANEIRO

8/10	Snefeld	Nopal	N08/25 Ho8/28
8/12	Mormacsurf	Mormac	LA9/15 SF9/18 Va9/25 Se9/27 Po9/29
8/13	Guatemala	Lloyd	N08/29 Ho9/3
8/14	Del Campo	Delta	N08/30 Ho9/3
8/14	Brasil	Mormac	NY8/25
8/15	Cape Frio	Col	NY8/29 Bo9/1 Pa9/4 Ba9/6
8/15	Brasil	Lloyd	NY8/30
8/18	Evanger	Wes-Lar	LA9/14 SF9/16 Po9/23 Se9/25 Va9/26
8/19	Sagoland	Brodin	Ba9/3 NY9/4 Ba9/8 Bo9/10 MI9/14
8/19	Progress	Nopal	N09/1 Ho9/4
8/20	Del Sud	Delta	N09/2 Ho9/5
8/21	Mormacelm	Mormac	NY9/4 Bo9/7 Pa9/9 Ba9/11 NF9/12
8/22	Alphacca	Hol-Int	NY9/5 Bo9/10 HR9/12 Chsn9/16 Ba9/18 Pa9/19
8/25	Sagoland	Brodin	Ba9/8 Pa9/11 Bo9/13 MI9/17
8/25	Paraguay	Lloyd	NY9/9
8/25	Mormacisle	Mormac	LA9/29 SF 10/2 Va10/9 Se10/11 Po10/13
8/28	Del Aires	Delta	N09/13 Ho9/17
8/28	Branco	Nopal	N09/28 Ho10/1
9/2	Erik Banck	Brodin	Ba9/16 NY9/17 Pa9/20 Bo9/22 MI9/27
9/4	Argentina	Mormac	NY9/15
9/4	Del Oro	Delta	N09/21 Ho9/25
9/5	Chile	Lloyd	NY9/9
9/8	Mormacdawn	Mormac	LA10/13 SF10/16 Va10/23 Se10/25 Po10/27
9/10	Del Mar	Delta	N09/23 Ho9/26
9/11	Mormacmeal	Mormac	NY9/26 Bo9/29 Pa10/1 Ba10/2 NF10/3
9/13	Blue Master	Nopal	N09/28 Ho10/1
9/13	Nordanger	Wes-Lar	LA10/8 SF10/11 Po10/17 Se10/19 Va10/20
9/15	Panama	Lloyd	NY9/30
9/16	Salta	SCross	NY9/29 Bo10/1 Pa-10/3 Ba10/5 NF10/6
9/17	Mormacowl	Mormac	Jx10/2 NY10/6 Bo10/9 Pa10/10 Ba10/11 NF10/12
9/18	Del Mundo	Delta	N010/5 Ho10/9
9/18	Brasil	Mormac	NY9/29
9/19	Somerville	Nopal	N010/4 Ho10/7
9/24	Del Norte	Delta	N010/7 Ho10/17
9/25	Bolivia	Lloyd	NY10/10
9/28	Nordglint	Nopal	N010/11 Ho10/14
10/2	Del Sol	Delta	N010/19 Ho10/22
10/14	Trader	Nopal	N010/27 Ho10/30

SANTOS

8/12	Del Campo	Delta	N08/30 Ho9/3
8/12	Guatemala	Lloyd	N08/29 Ho9/3
8/13	Brasil	Mormac	NY8/25
8/14	Brasil	Lloyd	NY8/30
8/14	Mormacwave	Mormac	Jx8/29 NY9/2 Bo9/4 Pa9/6 Ba9/8 NF9/9
8/14	Evanger	Wes-Lar	LA9/14 SF9/16 Po9/23 Ce9/25 Va9/26
8/14	Cap Frio	SCross	NUY8/29 Bo9/1 Ja9/4 Ba9/6
8/17	Progress	Nopal	N09/1 Ho9/4
8/18	Sagoland	Brodin	Ba9/3 NY9/4 Pa9/8 Bo9/10 MI9/14
8/19	Mormacsurf	Mormac	LA9/15 SF9/18 Va9/25 Se9/27 Po9/29
8/19	Del Sud	Delta	N09/2 Ho9/3
8/20	Mormacisle	Mormac	NY9/4 Bo9/7 Pa9/9 Ba9/11 NF9/12
8/21	Alphacca	Hol-Int	NY9/5 Bo9/10 HR9/12 Chsn9/16 Ba9/18 Pa9/19
8/24	Sagoland	Brodin	Ba9/8 NY9/9 Pa9/11 Bo9/13 MI9/17
8/24	Paraguay	Lloyd	NY9/9
8/26	Del Aires	Delta	N09/13 Ho9/17
8/26	Branco	Nopal	N09/12 Ho9/15
8/27	Mormacdove	Mormac	Jx9/12 Ba9/16 Pa9/19 Bo9/21 MI9/25
8/31	Erik Banck	Brodin	Ba9/16 NY9/17 Pa9/20 Bo9/22 MI9/27
9/1	Santa Rosa	Col	NY9/20 Pa9/24 Ba9/25 Bo9/28 MI10/4
9/2	Del Oro	Delta	N09/21 Ho9/25
9/2	Mormacisle	Mormac	LA9/29 SF10/2 Va10/9 Se10/11 Po10/13
9/3	Argentina	Mormac	NY9/15
9/4	Chile	Lloyd	NY9/20
9/9	Del Mar	Delta	N09/23 Ho9/26
9/9	Nordanger	Wes-Lar	LA10/8 SF10/11 Po10/17 Se10/19 Va10/20
9/10	Mormacmeal	Mormac	NY9/26 Bo9/29 Pa10/1 Ba10/2 NF10/3
9/11	Blue Master	Nopal	N09/28 Ho10/1
9/14	Salta	SCross	NY9/29 Bo10/1 Pa10/3 Ba10/5 NF10/6
9/14	Panama	Lloyd	NY9/30
9/16	Mormacowl	Mormac	Jx10/2 NY10/6 Bo10/9 Pa10/10 Ba10/11 NF10/12
9/16	Mormacdawn	Mormac	LA10/13 SF10/16 Va10/23 Se10/25 Po10/27
9/16	Del Mundo	Delta	N010/5 Ho10/9
9/17	Brasil	Mormac	NY9/29
9/17	Somerville	Nopal	N010/4 Ho10/7
9/19	Mormacstar	Mormac	NY10/4 Bo10/7 Pa10/9 Ba10/10 NF10/11

SAILS	SHIP	LINE	DUE
9/23	Del Norte	Delta	N010/7 Ho10/17
9/24	Bolivia	Lloyd	NY10/10
9/26	Nordglimt	Nopal	N010/11 Ho10/14
9/30	Del Sol	Delta	N010/19 Ho10/22
10/12	Trader	Nopal	N010/27 Ho10/30

TANGA

8/18	Lombok	Nedlloyd	LA 10/5 SF10/9 Po10/14 Se10/19 Va10/23
9/14	Sarangani	Nedlloyd	NY10/15 LA11/1 SF11/6 Po11/11 Se11/16
			Va11/20
9/30	Lawak	Nedlloyd	NY10/31 LA11/18 EF11/12 Po11/27 Se12/1
			Va12/6

VICTORIA

8/14	Guatemala	Lloyd	N08/29 Ho9/3
8/16	Del Campo	Delta	N08/30 Ho9/3
8/30	Del Aires	Delta	N09/13 Ho9/17
9/6	Del Oro	Delta	N09/21 Ho9/25
9/20	Del Mundo	Delta	N010/5 Ho10/9
10/4	Del Sol	Delta	N010/9 Ho10/22

TEA BERTHS

CALCUTTA

8/21	Steel Director	Isthmian	NY9/29 N010/8
8/22	Exchange	Am-Exp	Bo9/29 NY10/1 Pa10/4 Ba10/6 HR10/9
			Sa10/12
9/8	Hellenic Torch	Hellenic	NY10/10
9/8	Klostertor	Hellenic	N010/14
9/9	Steel Navigator	Isthmian	N010/18
9/10	Exemplar	Am-Exp	Bo10/16 NY10/19 Pa10/22 Ba10/24 HR10/27
			Sa10/30

COCHIN

8/15	Hellenic Spirit	Hellenic	NY9/10
8/16	Steel Chemist	Isthmian	Bo9/10 NY9/11
8/20	Exhibitor	Am-Exp	Bo9/16 NY9/18 Pa9/22 Ba9/24 HR9/27 Sa9/30
9/1	Hoegh Cape	Hoegh	Ha9/30 Bo10/2 NY10/3 Pa10/6 Ba10/7 NF10/8
			Ho10/15 N010/17
9/2	Steel Rover	Isthmian	Bo9/26 NY9/27
9/2	Exchange	Am-Exp	Bo9/29 NY10/1 Pa10/4 Ba10/6 HR10/9 Sa10/12
9/3	Steel Director	Isthmian	NY9/29 N010/8
9/15	Hellenic Torch	Hellenic	NY10/10
9/18	Steel Scientist	Isthmian	Bo10/14 NY10/15
9/20	Exemplar	Am-Exp	Bo10/16 NY10/19 Pa10/22 Ba10/24 HR10/27
			Sa10/30
9/30	Steel Admiral	Isthmian	Bo10/25 NY10/26
10/16	Steel Flyer	Isthmian	Bo11/12 NY11/13
10/30	Steel Architect	Isthmian	Bo11/26 NY11/27

COLOMBO

8/14	Steel Chemist	Isthmian	Bo9/10 NY9/11
8/14	Steel Maker	Isthmian	N09/15
8/17	Exhibitor	Am-Exp	Bo9/16 NY9/18 Pa9/22 Ba9/24 HR9/27 Sa9/30
8/20	Lexa	Maersk	Ha9/13 NY9/16 M10/5
8/28	Hoegh Cape	Hoegh	Ha9/30 Bo10/2 NY10/3 Pa10/6 Ba10/7 NF10/8
			Ho10/15 N010/17
8/28	Exchange	Am-Exp	Bo9/29 NY10/1 Pa10/4 Ba10/6 HR10/9 Sa10/12
9/1	Steel Director	Isthmian	NY9/29 N010/8
9/8	Laura	Maersk	NY10/10 M10/21
9/15	Steel Navigator	Isthmian	N010/18
9/16	Steel Scientist	Isthmian	Bo10/14 NY10/15
9/17	Exemplar	Am-Exp	Bo10/16 NY10/19 Pa10/22 Ba10/24 HR10/27
			Sa10/30
9/21	Lica	Maersk	Ha10/14 NY10/17 M11/5
9/28	Steel Admiral	Isthmian	Bo10/25 NY10/26
10/8	Anna	Maersk	NY11/10 M11/20
10/14	Steel Flyer	Isthmian	Bo10/25 NY10/26
10/21	Huida	Maersk	Ha11/16 NY11/19
10/28	Steel Architect	Isthmian	Bo11/26 NY11/27

DJAKARTA

8/18	Laura	Maersk	NY10/10 M10/21
8/29	Steel Scientist	Isthmian	Bo10/14 NY10/15
9/10	Steel Admiral	Isthmian	Bo10/25 NY10/26
9/18	Anna	Maersk	NY11/10 M11/22

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SAILS	SHIP	LINE	DUE
9/26	Steel Flyer	Isthmian	Bo11/12 NY11/13
10/11	Steel Architect	Isthmian	Bo11/26 NY11/27

DJIBOUTI

8/14	Hoegh Silvermoon	Hoegh	Ha9/1 Bo9/2 NY9/3 Pa9/6 Ba9/7 Nf9/8 Ho9/15
8/18	Hellenic Hero	Hellenic	N09/13
8/21	Hellenic Spirit	Hellenic	NY9/10
8/22	Steel Chemist	Isthmian	Bo9/10 NY9/11
8/27	Exhibitor	Am-Exp	Bo9/16 NY9/18 Pa9/22 Ba9/24 HR9/27 Sa9/30
9/8	Steel Rover	Isthmian	Bo9/26 NY9/27
9/9	Exchange	Am-Exp	Bo9/29 NY10/1 Pa10/4 Ba10/6 HR10/9 Sa10/12

			N010/17
9/12	Hoegh Cape	Hoegh	Ha9/30 Bo10/2 NY10/3 Pa10/6 Ba10/7 Nf10/8
			Ho10/15

9/19	Klostertor	Hellenic	N010/14
9/21	Hellenic Torch	Hellenic	NY10/10
9/24	Steel Scientist	Isthmian	Bo10/14 NY10/15
9/27	Exemplar	Bo10/16	NY10/19 Pa10/22 Ba10/24 HR10/27 Sa10/30
10/6	Steel Admiral	Isthmian	Bo10/25 NY10/26
10/24	Steel Flyer	Isthmian	Bo11/12 NY11/13
11/7	Steel Architect	Isthmian	Bo11/26 NY11/27

HONG KONG

8/18	Jeppesen	Maersk	LA9/11 NY9/27
9/3	Susan	Maersk	SF9/25 NY10/11
9/18	Maren	Maersk	LA10/11 NY10/26
10/3	Rita	Maersk	SF10/25 NY11/11
10/18	Effie	Maersk	LA11/13 NY11/26

KOBE

8/10	Sally	Maersk	SF8/25 NY9/12
8/21	Yamataka Maru	Yamashita	NY9/17 Pa9/23 Ba9/24 Nf9/27
8/25	Muse	Pioneer	NY9/20 Ba9/24 Nf9/26 Pa9/28
8/25	Jeppesen	Maersk	LA9/11 NY9/27
9/1	Mart	Pioneer	NY9/26 Ba9/30 Nf10/2 Pa10/4
9/11	Susan	Maersk	SF9/25 NY10/11

SAILS	SHIP	LINE	DUE
9/11	Mill	Pioneer	NY10/6 Ba10/10 Nf10/12 Pa10/14
9/21	Yamawaka Maru	Yamashita	NY10/18 Pa10/23 Ba10/24 Nf10/27
9/25	Maren	Maersk	LA10/11 NY10/26
10/11	Rita	Maersk	SF10/25 NY11/11
10/21	Yamakimi Maru	Yamashita	NY11/17 Pa11/23 Ba11/24 Nf11/27
10/25	Effie	Maersk	LA11/13 NY11/26
11/21	Yamataka Maru	Yamashita	NY12/18 Pa12/23 Ba12/24 Nf12/28

SHIMIZU

8/12	Sally	Maersk	SF8/25 NY9/12
8/23	Yamataka Maru	Yamashita	NY9/17 Pa9/23 Ba9/24 Nf9/27
8/27	Muse	Pioneer	NY9/20 Ba9/24 Nf9/26 Pa9/28
8/27	Jeppesen	Maersk	LA9/11 NY9/27
9/3	Mart	Pioneer	NY9/26 Ba9/30 Nf10/2 Pa10/4
9/13	Susan	Maersk	SF9/25 NY10/11
9/13	Mill	Pioneer	NY10/6 Ba10/10 Nf10/12 Pa10/14
9/23	Yamawaka Maru	Yamashita	NY10/18 Pa10/23 Ba10/24 Nf10/27
9/27	Maren	Maersk	LA10/11 NY10/26
10/13	Rita	Maersk	SF10/25 NY11/11
10/23	Yamakimi Maru	Yamashita	NY11/17 Pa11/23 Ba11/24 Nf11/27
10/27	Effie	Maersk	LA11/13 NY11/26
11/23	Yamataka Maru	Yamashita	NY12/18 Pa12/23 Ba12/24 Nf12/28

TRINCOMALEE

8/17	Billiton	JavPac	LA10/4 SF10/10 Po10/16 Se10/19 Val0/23
9/17	Wonogiri	JavPac	LA11/3 SF11/9 Po11/15 Se11/18 Val1/22

YOKOHAMA

8/15	Sally	Maersk	SF8/25 NY9/12
8/26	Yamataka Maru	Yamashita	NY9/17 Pa9/23 Ba9/24 Nf9/27
8/29	Muse	Pioneer	NY9/20 Ba9/24 Nf9/26 Pa9/28
8/31	Jeppesen	Maersk	LA9/11 NY9/27
9/5	Mart	Pioneer	NY9/26 Ba9/30 Nf10/2 Pa10/4
9/15	Susan	Maersk	SF9/25 NY10/11
9/15	Mill	Pioneer	NY10/6 Ba10/10 Nf10/12 Pa10/14
9/26	Yamawaka Maru	Yamashita	NY10/18 Pa10/23 Ba10/24 Nf10/27

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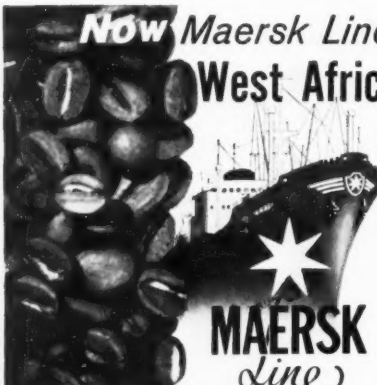
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FREETOWN: J. P. Holmen's Successor Ltd., P. O. Box 130, Freetown, Sierra Leone.

SAILS	SHIP	LINE	DUE
9/30	Maren	Maersk LA10/11	NY10/26
10/15	Rita	Maersk SF10/25	NY11/11
10/26	Yamakimi Maru	Yamashita NY11/17	Pal1/23 Ball1/24 Nf11/27
10/31	Effie	Maersk LA11/13	NY11/26
11/26	Yamatoka	Yamashita NY12/18	Pal2/23 Bal2/24 Nf12/28

^a Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C.Z.

Staff changes in public relations, advertising departments at PACB

Staff changes have been made in the public relations and advertising departments at the Pan-American Coffee Bureau.

Robert S. Hutchings, assistant director of public relations, resigned to become executive director of the Producers Milk Market Development Board, Syracuse, N. Y. The organization was formed to promote milk consumption in the New York-New Jersey market.

Mr. Hutchings has been succeeded at the Pan-American Coffee Bureau by James E. Carson, who had been handling public relations for The Coffee Brewing Institute since 1954.

James Orgill, with PACB for about four years, resigned to join the D. P. Brother Co., Detroit, advertising agency.

Mr. Orgill will be a TV producer and writer on the Oldsmobile account.

During most of his association with PACB, Mr. Orgill was in the public relations department. For a year and a half, he had been acting director of the advertising department.

It was announced that Charles G. Lindsay, PACB manager, has assumed direct responsibility for the Bureau's advertising, in addition to his other duties.

Fred Tough, with PACB in the public relations department for about five years, also resigned. He has not, as yet, announced his future plans.

Coffee Brewing Institute continues with reduced staff, at new address

Budget limitations have imposed staff cuts on The Coffee Brewing Institute, but the organization will continue to serve the industry in working for the improvement of beverage coffee.

This was indicated last month, with the announcement that CBI will move by September 1st to new quarters at 120 Wall Street, New York City.

Eugene G. Laughery, CBI president, continues in that capacity. Dr. Ernest E. Lockhart remains as scientific director, Jack Jurgens as director of field research.

CBI's research program on coffee, as sponsored in universities and other outside organizations, is being terminated for the time being.

The Institute's field staff has been reduced to three people.

Col. W. J. B. Cline (U.S.A., Ret.) covers the Southeast and the military, out of headquarters in Atlanta. John Leach, based in San Francisco, has the Western U.S. as his territory. Kenneth Burgess, New York City, covers the East.

Warren Schmidt, formerly CBI's midwest field man, has joined the Richheimer Coffee Co., Chicago.

James Carson, widely known in the industry as public relations director for CBI, also announced his resignation.

Bappert joins Cains Coffee Co.

Robert Bappert is now with Cain's Coffee Co., Oklahoma City, it was announced by Jack Durland, president.

Mr. Bappert became widely known in the coffee trade as director of field research for The Coffee Brewing Institute.

He resigned to join the Duncan Coffee Co., Houston, Texas, and later went to the Wm. S. Scull Co., Camden, N. J., as general manager of the institutional division.

Before going to The Coffee Brewing Institute, Mr. Bappert was with the General Foods Corp., as an area manager, for four years.

At Cain's Coffee, Mr. Bappert is in the institutional division.

Board named v. p. by Borden; heads new product planning

Fred J. Board has been appointed vice president of the Borden Foods Co. and manager of new product planning for the domestic marketing department, according to Robert E. Kahl, vice president in charge of marketing.

Mr. Board formerly was an assistant vice president and marketing manager for instant coffee, mince meat and instant whipped potatoes.

He came to Borden's after five years with Standard Brands as assistant product manager of Chase & Sanborn Coffee and Tender Leaf Tea.

W. M. Brown heads multi-pack sales

William M. Brown has been appointed sales manager of multiple packaging at the Boxboard and Folding Carton Division of the Continental Can Co., it was announced by T. E. Cathcart, Jr., folding carton sales manager.

Mr. Brown has been associated with the company since 1950 both as a salesman and, most recently, as assistant sales manager of multiple packaging. He replaces William J. Hamilton, who has resigned to accept employment elsewhere.

Continental Can offers a full line of multi-packs and multiple packaging machinery for cartoning.

SOUTHERN CROSS LINE FAST SERVICE — FROM BRAZIL TO UNITED STATES ATLANTIC PORTS

GENERAL AGENTS:
COSMOPOLITAN SHIPPING CO. INC., 42 Broadway, New York 4, N. Y.



Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

(Figures in 1,000 bags)							
	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Brazil	Supply—from Others	1st of Month Total
1957							
September	1,290	634	579	1,213	667	645	1,312
October	1,394	721	884	1,605	704	769	1,473
November	1,801	654	962	1,616	650	590	1,240
December	1,790	963	885	1,848	610	1,075	1,685
1958							
January	1,874	674	1,093	1,767	561	723	1,284
February	1,062	281	874	1,155	718	625	1,343
March	1,436	510	1,078	1,588	605	643	1,248
April	1,548	578	923	1,501	615	496	1,111
May	2,010	688	1,162	1,850	768	513	1,281
June	1,654	480	821	1,301	1,007	533	1,540
July	1,253	462	1,056	1,518	779	609	1,388
August	1,114	419	709	1,128	671	433	1,104
September	1,160	668	509	1,177	822	356	1,178
October	2,106	707	1,481	2,188	654	470	1,124
November	1,703	818	873	1,691	748	470	1,218
December	2,046	971	1,072	2,043	956	385	1,341
1959							
January	1,391	563	1,012	1,575	551	512	1,063
February	972	780	1,167	1,947	693	357	1,050
March	2,165	1,156	1,126	2,282	972	441	1,413
April	1,481	529	985	1,514	656	394	1,050
May	1,943	873	892	1,765	825	439	1,264
June	1,457	654	1,023	1,677	721	508	1,229
July	1,413	449	874	1,323	460	392	852

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

Changes in Brazil's coffee financing designed to aid stability, Hafers tells PCCA

Recent modifications in Brazil's interior coffee policy were designed not only to aid coffee planters but also to benefit U. S. roasters by adding stability to the market, West Coast leaders of the coffee industry were told in San Francisco.

Officials and members of the Pacific Coast Coffee Association met with two Brazilian coffee authorities for a full review of recent developments in that country and in Washington, D.C., where the board of directors of the Latin American Coffee Agreement had met.

The visitors were Joao Ribeiro, Jr., Secretary of Agriculture of Parana, major coffee-growing state in Brazil, and J. R. S. Hafers, U. S. representative of the Brazilian Coffee Institute.

Of Brazil's estimated exportable production 18,000,000 bags are assigned to the export quota, 9,000,000 for internal consumption and 3,000,000 for the expurgation quota.

The Banco do Brasil will finance the export quota on the basis of 80% of 2,836 cruzeiros per bag for Santos 4's.

IBC will purchase coffees for the internal consumption quota at 1,950 cruzeiros per bag and at 200 cruzeiros per bag for expurgation quota coffee. The price for the internal consumption quota is based on coffees produced in the "fine areas" with a discount of 400 cruzeiros per bag for coffees from northern Minas Gerais Espirito Santa, Rio de Janeiro, Bahia Pernambuco and Santa Catarina.

The government will purchase the unsold remainder of the export quota at the end of the crop-year on the same

(Continued on page 63)

how does your brand stand?

(Continued from page 10)

and loose tea. Compares 1959 with selected years between 1953 and 1956. The survey also indicates dealer distribution, by brands, among large and small independent grocers as well as chain grocers. *The Seattle Times*, Seattle, Wash.

A survey on coffee and tea: brand preferences in the Canadian market covers ground and instant coffee, loose tea and tea bags and also indicates meals at which the beverages were served. This survey, conducted in January and February, 1959, compares results with the survey conducted in September and October, 1958. *Chatelaine*, 481 University Ave., Toronto 2, Canada.

The following surveys, while not brand preference surveys, might be of interest:

A tabulation of the top ten retail food store advertisers in each of 133 important cities: this survey, for the year 1957, indicates the total advertising lineage, by food stores, in newspapers. *The American Weekly*, 63 Vesey St., New York, N. Y.

24th annual Nielsen report to retail food stores: part of this report is devoted to food store sales of coffee and tea. It is broken down by geographical areas and comparisons, per capita, can be made. *A. C. Nielsen Co.*, 2101 Howard St., Chicago 45, Ill.

How Canadians shop in self-service food stores: breaks down shopping habits with respect to day, sex, planned or impulse, brand loyalty. *Maclean's Magazine*, 341 Madison Ave., New York, N. Y.

Editorials

The power in "crash" promotion

On a hot summer day in New York City last month, the "crash" program to expand the market for coffee moved closer to reality.

The program is a bold one: raise \$4,000,000, over and beyond present funds, and apply it in a grand one-year effort to build coffee volume in the United States.

The \$4,000,000 is to come, not as dollars, but as green coffee. The beans would be sold here and the money turned over to the Pan-American Coffee Bureau.

Last month the first coffee arrived—a token 1,000 bags from Colombia. And Brazil announced that her first shipment—41,320 bags—was already afloat.

Two things are not yet established. One is how the promotion coffee will be sold here. The other is participation by all—or most—of the Latin American producing countries.

From the beginning, producer representatives have emphasized that whatever method is worked out for the sale of the coffee, it would use "normal" channels of trade.

Some green coffee people have been concerned about this aspect, pending details on the method. Others feel there is relatively little to lose and a great deal to gain, if the program becomes a full reality.

Indications are that the method, whatever it is, will be developed in consultation with the United States trade.

As for participation by the producing countries, the hard fact is that the most important areas have already put themselves behind the program.

In addition to Brazil and Colombia, El Salvador and Mexico have declared themselves for it, and early this month Costa Rica announced it was ready to contribute. The hope is that more producing countries will soon climb aboard.

Arrival of the first 1,000 bags from Colombia was marked by ceremonies aboard the motorship Manuel Mejia, of the Flota Mercante Grancolombiana line.

More than 100 leaders from the coffee trade and allied fields were ferried across New York's East River from the foot of Wall Street to the Manuel Mejia's berth at Pier 3, Brooklyn.

There they saw Arturo Gomez-Jaramillo, general manager of the National Federation of Coffee Growers of Colombia, present the 1,000 bags to J. R. S. Hafers, president of the Pan-American Coffee Bureau.

A ten-pound bag of the coffee was put on the block, the proceeds to go to the March of Dimes Coffee Party Fund. It was sold for \$170 to John P. McKiernan, president of the National Coffee Association.

In what was probably the association's first public statement on the promotion program, Mr. McKiernan made it clear that the United States trade welcomed the campaign—and was eager for it to get started.

"It is our earnest hope that the other participating countries will follow suit, so that this sorely-needed and intelligently financed advertising campaign will soon be under way," he told the shipboard gathering.

The financing is, of course, a marvelously direct solution to a dilemma—too much coffee and too few dollars, the lack of one aggravated by declining prices brought on by an overplenty of the other.

It is clear the "crash" promotion program can do nothing but good, in its impact on coffee volume here.

How much good? It depends, in part, on certain aspects of the policies set up for its operation.

The goal for the "crash" promotion fund is \$4,000,000. At the shipboard ceremonies, Mr. McKiernan pointed out that "the advertising and promotion outlays of the United States coffee trade exceed \$75,000,000 a year."

Obviously, the more these expenditures can be brought to bear on common efforts, the greater will be the total impact on the market.

Mr. Gomez-Jaramillo indicated this when he said, "With the assured cooperation of the entire trade, we know its efforts will snowball and result in additional drives by wholesalers and retailers that will carry us to a new plateau of higher sales."

The closer coffee can come to a fully unified promotion—industry-level and brand, from national media to coffee salesmen working in the stores and restaurants—the more return there will be for the promotion dollar, both industry-level and brand.

Now, with the "crash" program moving toward full realization, is as good a time as any to explore ways of achieving such stepped-up cooperation.

From this viewpoint, as well as from the approach of hard-headed promotion, perspectives for the "crash" program should go beyond one year.

Short of a miracle, a single year cannot seriously alter the status of a market, even with the expenditure of \$4,000,000. The fact is, by present-day standards, that's *not* an overwhelming amount of money.

More realistic would be a plan for the "crash" program to continue indefinitely, with expenditures keyed year after year not only to make new gains but to hold them.

5 important steps in our service to the Tea Trade



ADDRESS ALL INQUIRIES TO MAIN OFFICE

Old Slip Warehouse, Inc.

37-41 Old Slip, New York 5, N. Y.

WAREHOUSES AT

37-39-41 OLD SLIP

67-69-71-73 FRONT ST.

38-39 SOUTH ST.

TEA INSIGHTS

By CARL ELLERBROCK, Senior Partner
Halssen & Lyon
Hamburg

How does the origin of tea affect its contents?

It is a well known fact that tea differs in taste and also in strength, according to its origin. We have had the best known products of some producing districts examined, in order to determine the total content of the extractives, the caffeine and the tannin, and also the solubles released from a heaped teaspoonful of tea within five minutes, during preparation of an ordinary cup of tea.

The results of this examination are shown in the accompanying table.

It is interesting to note the low caffeine content of Ceylon tea and of the teas from the South Indian provinces of Travancore and Nilgiri, areas almost adjacent to the island of Ceylon. The figures for these teas are even lower than those of the China teas generally known as "mildest."

It may further be regarded as worthy of notice that about 70% of the caffeine and approximately 40% to 55% of the tannin contents are released by the first infusion. That explains why the "second brew" is so very much

Tea contents by Origin

		Water	Extrac- tives	Caf- fein	Tan- nin	Extrac- tives	Caf- fein	Tan- nin
Darjeeling	BOP fine	3.51	43.20	3.95	12.01	18.53	2.53	4.97
Darjeeling	BOP medium	5.68	43.70	4.16	12.54	17.57	2.66	5.58
Darjeeling	BOP comm.	4.37	43.73	4.29	13.18	17.69	2.71	5.40
Assam	BOP fine	5.51	47.52	4.78	13.21	27.56	3.41	6.56
Assam	BOP medium	6.10	39.77	3.35	11.44	22.51	2.35	5.18
Cochin	BOP low	7.47	41.00	3.53	11.70	19.19	2.48	5.01
Coars	BOP fine	6.03	47.87	5.26	13.63	20.00	3.57	6.98
Nilgiri	BOP medium	5.69	42.21	3.04	11.35	19.06	1.52	4.70
Travancore	fine	5.86	43.11	2.93	11.92	20.00	1.66	4.83
Ceylon	BOP fine	6.09	45.31	2.44	11.93	25.10	1.82	5.15
Ceylon	BOP medium	7.12	41.72	2.55	10.18	22.98	1.86	5.02
Java	BOP fine	9.48	41.50	3.52	11.27	20.30	2.53	5.69
Java	BOP medium	7.11	41.40	3.42	10.07	20.60	2.36	5.44
Sumatra	BOP fine	6.42	42.50	3.44	9.64	22.75	2.59	5.36
Sumatra	BOP medium	7.20	41.92	3.50	10.63	20.48	2.61	4.91
North China	Szech- wan Congo, fine	7.16	38.51	3.88	11.16	19.89	2.85	4.03
North China	Huoshen Congo, low	6.90	33.32	2.90	8.59	16.43	2.04	3.58
North China	Jasmine							
Pouchong, green		6.82	42.95	3.01	11.71	18.00	2.00	5.14
West China	Yunnan	6.51	42.81	4.16	12.24	18.45	2.75	6.44

weaker and thinner, and why there are hardly any ex-
tractives available for the second brew.

How much finished tea does a single bush yield?

In India, each of the weekly pluckings from a well kept bush will yield from 1½ to 15 grams of black tea.

The number of bushes per acre varies widely, owing to the spacing of the plantings, district, altitude and climatic conditions.

The more usual spacings employed by the gardens are:

4 ft. x 4 ft. square planting, 2,722 bushes per acre

4¼ ft. x 4¼ ft. triangle planting, 2,785 bushes per acre

5 ft. x 2½ ft. hedge planting, 3,440 bushes per acre

5 ft. x 2 ft. hedge planting, 4,330 bushes per acre

About 3,000 bushes per acre can be taken as a fair average.

The yield in black tea (made tea) varies again very widely, indeed, and not only depends on soil, climate and kind of tea, but also on shade, manuring and general care. Some of the best sections on Indian gardens yield as much as 2,800 lbs. black tea per acre. Generally, in India a yield of 1,600 lbs. black tea per acre is considered very good. A yield of 800 to 1,200 lbs. black tea per acre can be considered a fair average.

About 22 lbs. of black tea are manufactured from 100

lbs. of green leaf. The exact result depends on rainfall, humidity, etc., and varies between 19.5% and 23% of the green leaf crop. Considering a yield of 1,200 lbs. of black tea annually per acre in India, this would mean a crop of about 5,450 lbs. of green leaf annually per acre.

Assuming a planting of 3,000 bushes per acre, a theoretical annual yield of one tea plant would be 1.82 lbs. green leaf. In North India, the number of plucking rounds in a season is something like 35 to 37 rounds. The amount of leaf plucked per bush round will vary considerably, owing to the season. In spring, the early part of the season, it might be as low as ¼ ounce, whereas later in the season it could be as much as two to three ounces. An annual average of just under ¾ ounce per bush and round appears fair.

As stated, the yield per bush or per acre varies according to the district and elevation. In Ceylon, 800 lbs. per acre would be considered a very good average crop.

In Indonesia the average yield is still smaller, whereas in East Asia, with only three pluckings, the crop is considerably smaller.

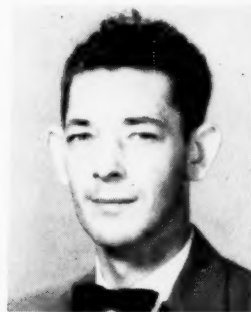
(Continued from page 53)



S T

the and take

Here's proof: These
profits by stretching



"We've been serving Iced Tea right through the winter for several years now; and believe me it's wonderful business when you can sell several thousand glasses of Iced Tea every week of every winter-time month! In fact, 20% less than our heavy peak summer sales."

George H. Westermeyer,
Jr., Manager
Slater System Cafeteria
Bendix Radio Corporation
Towson, Maryland

RETCH

ICED TEA SEASON

an easy, extra profit

**restaurateurs made extra
the Iced Tea season!**



"In 1958 for the first time, we decided to try 'stretching the Iced Tea Season' right through the fall—even into the winter if possible. The fine profitable sales results we achieved, all the way into December, are attested to by the fact that we definitely plan on doing this every year."

Charles J. Linton, Pres.
Linton's Restaurants
1310 Wallace Street
Philadelphia 23,
Pennsylvania



"Serving and promoting Iced Tea all year round is not a new idea for our company. We've been doing it for years. Even in the coldest weather—and it gets down below freezing during the winter in Norfolk—we've found that people will drink a lot of Iced Tea. This has meant substantial extra profits."

Linwood Burroughs
Burrough's Restaurant
4119 Granby Street
Norfolk, Virginia

Extending the season of a top profit-maker like Iced Tea (85% gross margin per 10¢ glass) is just about the easiest way to increase your beverage profits.

And it works! Test campaigns in the last 2 years have shown that restaurants can hold *more than 50%* of their Iced Tea business past the normal cut-off date.

It's just good business to give the idea a fair trial. So how about you? This fall, stretch *your* Iced Tea Season . . . and see if you don't pick up some easy extra profits, too!

tea council

of the U. S. A., Inc.

500 Fifth Avenue • New York 36, N. Y.



world trade in tea at new high

World trade in tea reached a new high during 1958. Based on preliminary information, world net exports last year were 1,120,000,000 lbs., compared to 1,014,000,000 the previous year and 1,083,000,000 in 1956.

The 1958 increase may have resulted from unstable conditions in the Middle East during 1958. The Suez crisis is generally felt to have had a similar effect in increasing tea trade in 1956.

During the past year, India and Ceylon increased their exports substantially over the 1957 level, and accounted not only for the bulk of the increased exports, but also contributed over 80% of the total tea entering trade channels.

India exported 14% more tea during 1958 than in 1957. The United Kingdom continued as the best customer, taking 331,000,000 lbs., out of a total of 506,000,000. Egypt, the Soviet Union, and the Sudan also substantially increased purchases of tea from India.

Despite internal problems in Ceylon during 1958, net exports of 410,700,000 lbs. set a record high, 12% above the 367,700,000 lbs. exported in 1957. Exports to the United Kingdom were 31,900,000 lbs. above the previous year, and exports to Australia were up 20%.

During the year, Australia and Ceylon signed a trade pact designed to reestablish the market for Australian wheat flour in Ceylon in return for protection of Ceylon's tea exports to Australia. Last year, shipments to Iraq and Egypt declined, to the former probably because of political troubles and to the latter because of currency difficulties.

Japan's net exports of 14,100,000 lbs. during 1958 were 7,200,000 lbs. less than in 1957, due primarily to reduced exports to the United Kingdom and South Morocco.

Exports from Japan consist mostly of green tea, for which Tunisia, Libya, Algeria and Morocco are the best customers. Shipments of green tea to the United States amounted to 2,200,000 lbs.

Pakistan's exports of 12,700,000 lbs. topped the 9,800,000 lbs. exported during 1957, but far below the 1950-54 average of 26,800,000 lbs. Under the terms of the lapsed International Tea Agreement, Pakistan could export up to 47,000,000 lbs. annually.

Indonesian exports during 1958 are estimated at 77,100,000 lbs., down slightly from the preceding year.

During 1957, the Netherlands, the United Kingdom and Australia were the most important markets. 1958 exports to the Netherlands were only about half as large as in 1957, while exports to the United Kingdom almost doubled. Since Antwerp has been selected as the market for Indonesian tea, even less tea will probably be exported directly to the Netherlands in the future.

African tea continues to enter the market at an increasing rate, though contributing only 6% of the world export total in 1958.

During the year, net exports from this area amounted to 71,700,000 lbs., compared to 66,300,000 during 1957 and the 1950-54 average of 37,000,000.

World Tea Exports (Net)

Country of origin	Average 1955-59	Average 1950-54	1956	1957 1/	1958 2/
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Asia					
India	328,653	138,098	519,473	442,369	505,880
Ceylon	221,567	323,165	357,780	367,732	410,773
Japan	12,680	23,792	21,059	21,357	11,116
Indonesia	152,371	76,345	75,893	78,707	77,161
Pakistan	3/	26,813	23,524	9,836	12,688
Formosa	22,718	23,668	23,505	26,443	27,000
Turkey	-	-	-	-	-
Malaya	-	-	-	-	-
Iran	-	-	-	-	-
Total Asia	767,989	609,885	1,021,253	946,444	1,047,618
Africa					
Kenya	8,180	9,112	15,582	16,728	18,376
Uganda	136	2,727	5,380	6,124	5,997
Tanganyika	6	2,525	4,426	4,867	5,240
Southern Rhodesia	-	-	-	-	-
Nyasaland	8,834	15,110	19,759	20,026	21,400
Mozambique	307	7,505	11,659	12,939	15,221
Belgian Congo	-	-	2,749	4,705	4,850
Mauritius	-	-	383	572	704
Total Africa	17,961	37,009	61,668	66,361	71,778
South America					
Argentina	-	-	-	-	-
Brazil	-	753	493	872	800
Peru	-	-	-	-	-
Total South America	-	753	493	872	800
World total	786,950	646,647	1,083,414	1,013,677	1,120,196

1/ Preliminary. 2/ Estimate based on 10 months data for Indonesia, 11 months data for Belgian Congo. Official estimate for Formosa and Brazil. Other countries preliminary official figures. 3/ Included with India.

Kenya, the largest African producer, ranks second for that continent as a net exporter.

During 1958, net exports were 18,300,000 lbs., up 1,600,000 lbs from 1957.

While Nyasaland is Africa's second largest producer, it ranks as the largest net exporter, with a total of 21,400,000 lbs. shipped out in 1958.

Internal consumption in East Africa accounts for the smaller exports from Kenya.

Exports from Mozambique of 15,200,000 lbs. exceeded 1957 exports of 12,900,000 lbs. Railway freight rates were reduced in an attempt to encourage tea exports.

Exports from the remaining smaller producing countries of Africa were about the same as the previous year's level.

In South America, net exports from Brazil have remained rather small. Peru continues to be a net importer of tea. Argentina possesses the potential to become an exporter, but as yet has only shipped sample lots to the London market.

The United States is second only to the United Kingdom as a market for tea, importing 103,300,000 lbs. during 1958, compared to 102,200,000 in 1957, the USDA summarized.

Imports from India, which had declined for the preceding three years, were up slightly. The 39,400,000 lbs. from India constituted 38% of total U. S. tea imports.

The gain made by India was offset by a decline in tea imports from Ceylon, the chief U. S. source. U. S. imports from Ceylon during 1958 were 39,300,000 lbs., 6,600,000 less than in 1957.

Imports from Indonesia, Formosa and East Africa increased slightly.

Tea drinking can be antidote to effects of strontium 90, Japanese scientists report

Japanese scientists have announced that tea can serve as an antidote to the effects of strontium 90, a harmful isotopic product of radioactive fall-out.

Dr. Teiji Ugai, president of Shizuoka Pharmaceutical College, outlined his theory before the Japan Tea Export Association in Shizuoka, heart of Japan's tea producing area.

Dr. Teiji Ugai plans to report this finding at the annual meeting of the American Pharmacology Society in Cincinnati, Ohio, in August.

The discovery was made by Dr. Ugai and Dr. Eiichi Hayashi, also of the pharmaceutical college faculty, in experiments extending over two years.

(Professor Hayashi's discovery that green tea could be a powerful detoxicative against strontium 90 was reported in the April, 1958, issue of COFFEE & TEA INDUSTRIES.)

Research on tea and strontium 90 began, the two scientists reported, when Shizuoka tea-growers were informed by a number of atomic radiation victims in Hiroshima and Nagasaki that drinking tea "made them feel better."

Dr. Ugai and Dr. Hayashi began feeding strontium 90 to white mice, then giving some of them a 2% solution of tannin, a substance contained in tea.

Those that did not receive the tannin treatment suffered the usual harmful effects of strontium 90, which concentrates in the bones. But among the others, the tannin absorbed and carried away as much as 90% of the dangerous isotope, the two scientists reported.

The investigators concluded that the remarkable affinity of tannin for strontium 90 largely counteracted the ordinary effect of the isotope on the body by absorption and elimination before the substance could reach the bone structure.

Nuclear bomb tests have caused an increase of strontium 90, which causes such cancers as leukemia. It can enter the body through milk or vegetables.

Dr. Ugai was quoted as saying that by "drinking tea liberally, I now believe man can keep strontium 90 down below the permissible dose."

Nevada Maru sets new trans-Pacific record

The Nevada Maru of the "K" Line (Kawasaki Kisen Kaisha, Ltd.) has regained the "Blue Ribbon" she first won on her maiden voyage from Japan in August, 1958, by setting a new trans-Pacific record for motor ships. The Nevada Maru left Yokohama on July 3rd, arriving at San Francisco on July 12th, 9 days, 11 hours and 50 minutes later. She averaged 19.861 knots for the distance of 4,525 miles.

The elapsed time was 2 hours and 19 minutes faster than the previous record set by her sister ship, the Oregon Maru, during the latter's first voyage in May of this year.

The Kerr Steamship Company, Inc., is general agent for the "K" Line in the United States and Canada.

Ogulnick named vice president of Seeman Bros.

Jack Ogulnick, treasurer of Seeman Brothers, Inc., has been elected to the additional office of vice president, it was announced by J. Stanley Seeman, president.

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

605 Third Street
San Francisco, Calif.

Member: Tea Association of the U.S.A.

WHAT MAKES THE COLOR IN BREWED TEA?

**We now know the answer, thanks to chemistry. This science can aid
tea tasting — but it can't, as yet, explain what makes good tea.**

By E. A. H. ROBERTS

What makes the color in the cup of tea? This summary of the chemistry behind the answer should give you a deeper insight into the product on which your business is based. The material, from "Two and a Bud," may also indicate one path to eventual analytical—rather than palate—tea testing.

As a result of investigations into the chemical composition of made tea, it has been established that the colored oxidation products extracted in the liquor represent a comparatively simple mixture of substances. Nearly all the color is due to two classes of substances, neither of which have been previously recognized by chemists; and it has been suggested that these should be referred to as *Thearubigins* and *Theaflavins*.

The thearubigins—literally the rusty-brown substances found in tea—account for more than 10% of the total dry matter in tea. There appear to be several closely related substances in this class.

The theaflavins are the substances responsible for the golden-yellow element of color.

There are two theaflavins, theaflavin and theaflavin galate, both of which have been obtained as pure chemical substances, and together they account for up to 2% of the dry weight of tea. It has been shown that the theaflavins undergo further oxidation results in the production of thearubigins.

As already mentioned, the thearubigins and theaflavins together are responsible for almost all the color of liquor. The taster's assessment of color must therefore be in terms of these two groups of substances. Both contribute to the depth of color, but tone is largely dependent upon the amount of theaflavins. Good color is associated with a high sum total of thearubigins and theaflavins, and with a relatively high ratio of theaflavin to thearubigin.

Other liquor characters are also explainable in terms of these two groups of substances. Thus, strength appears to be a property both of theaflavins and thearubigins in liquors. This method gives an accurate measure of the depth and tone of color. As already indicated, these values are also con-

nected with factors such as strength, quality and briskness. The measurement of theaflavins and thearubigins in a liquor therefore gives a considerable amount of information about the tea concerned, although it is not claimed that these measurements tell us all we wish to know. For example, the method tells us nothing about flavor or second flush quality.

Compared with tasting, these results are both more accurate and more reproducible—a taster's palate is obviously less reliable than a precise scientific instrument. Further, the values obtained are not dependent upon fluctuations in the market, nor are they complicated by the fact that different tasters may be valuing teas for different markets.

For experimental work on tea manufacture, it is considered that this new method, with its much greater precision, will prove of considerable value. On the other hand, it is still necessary to supplement these results by the usual testing reports. For routine evaluations of commercial teas, it is considered that the normal testing procedure will continue to be adequate. Tasting, compared with the new analytical method, is more economical both in time and in cost. However, where tasting reports are conflicting, or when a garden wishes to rectify faults in manufacture, following an adverse report, it is considered that the tasting may well be followed by chemical analysis. The two methods of assessing a tea, tasting and analysis, are therefore complementary to each other.

In the orange grades of conventionally manufactured teas we have clear-cut evidence that the best valuations are given to teas with high sum total of theaflavins and thearubigins, and with a relatively high ratio of theaflavin to thearubigin.

On the arbitrary scales at present in use, a good tea gives a theaflavin figure of 0.7 or over, and a thearubigin figure greater than 2.0. In other words the theaflavins must be responsible for at least 25% of the color. Really poor teas may have the same sum total of theaflavins and thearubigins, but with a theaflavin figure as low as 0.3.

For C.T.C. teas, very much higher figures are obtained for both theaflavins and thearubigins. The best of these

teas are those with theaflavin figures of the order 1.2 and with thearubigins at 3.0 or even higher. It is interesting to note that a few tobacco-cut teas gave equally high figures for theaflavins, which accounts for the extremely good color they show in the cup.

The analytical figures for theaflavins and thearubigins have given acceptable explanations of effects of varying time and temperature of firing in valuations and liquor characters. It has also been shown that when teas of high moisture content are stored at high temperatures, the deterioration which sets in is largely due to a destruction of theaflavins. Further uses for the method have been found when examining the very marked effects of infusing teas with different kinds of water.

We are now occupied in developing a considerably simplified procedure which will be more suitable for routine analyses of made teas in laboratories less well equipped than that at Tocklai. Even this simplified method, however, will require a certain amount of chemical skill and, if this method is to be used outside a laboratory, it will be necessary to have men properly trained in its use and applications.

It must also be once more stressed that although theaflavins and thearubigins are of very great importance in determining liquor characters, there are other factors involved which must not be lost sight of.

We have not yet succeeded in explaining the whole of what constitutes good tea in terms of pure chemistry, and it will probably be some time before this goal is more nearly approached.

Seek new ad agency for Lipton Tea

Thomas J. Lipton, Inc., Hoboken, N. J., is looking for a new advertising agency for its tea, according to a report in Advertising Age.

The report said Lipton has selected a "small" group of major agencies from which it will pick a successor to Young & Rubicam on Lipton tea, which Young & Rubicam has handled for some 20 years.

The company said the growth of its business now requires an additional major agency in its structure. Young & Rubicam will retain the soup mix business.

Last year Lipton Tea billed \$1,640,000 in measured media, almost all in spot TV, it was reported.

Lipton makes appointments

Angelo D. Trivisono of Thomas J. Lipton, Inc., Hoboken, N. J. has been appointed manager of a newly created department of manufacturing planning, according to a recent announcement by Wallace Kennedy, vice president of manufacturing.

As manager of the new department, Mr. Trivisono will be directly responsible to Robert B. Law, Director of Manufacturing.

James E. Delaney has become assistant western division manager, according to a recent announcement by Harold L. Suttle, vice president of sales.

Mr. Delaney joined Lipton in 1940, as a sales office assistant in the San Francisco division sales office, where he subsequently became office manager.

JAVA PACIFIC & HOEGH LINES



Enough of that jazz,
let's have a cup of Tea."

FAST—REGULAR— MONTHLY SAILINGS

from Colombo and Calcutta

to: U. S. PACIFIC COAST PORTS

and

VANCOUVER

NEW YORK

Java Pacific Line, Inc.
25 Broadway

VANCOUVER

Dingwall Cotts & Co., Ltd.
802 West Hastings St.

SAN FRANCISCO

Transpacific Transportation Co.
351 California Street

Sees decline of India's tea industry

unless tax burden on growers is eased

India's tea industry may be headed downhill, unless the burden of taxes on producers is eased, J. L. H. Williams, chairman of the South India Association, emphasized at the annual general meeting in London.

"If the present scale of taxation on tea is not revised, I believe that one of India's principal industries may well have passed its peak, and that it will gradually contract to the benefit of other producers and to the country's loss in foreign exchange earnings, taxation revenue, and the volume of employment available," he declared.

Average yields of 1,200 lbs. per acre on large units are not uncommon today, he revealed, and there are a number of individual fields which have reached 2,000 lbs. per acre in South India.

"These yields are just about double the yields which were being obtained from the same tea some 20 to 25 years ago," Mr. Williams said. "There is still scope for some increase in the overall crop in the South, from units which have not yet reached their full yield capacity; but there has been comparatively little new tea acreage planted or re-planted during the past 27 years, and I feel that there is not likely to be a very significant increase in the total South Indian crop over the next few years; though there will, of course, be ups and downs due to climatic conditions."

He said his association cannot agree that the problem of producing tea in India—at a cost which allows a reasonable margin of profit—can be solved by a new International Tea Agreement for the Regulation of Exports.

"This Association feels that a regulation scheme has small chance of success unless it covers all major producers, and that it is of little value to discuss such a scheme unless all these are brought into the discussion," he declared.

First crop tea up 18% in Japan

First-crop tea harvest in Japan this year totaled 34,786 tons, an increase of 18.1% over the corresponding crop last year, and 22.5% more than the average during the past four years.

The Ministry of Agriculture, announcing this bumper tea crop, attributed it to weather and also to the government's policy of encouraging early picking of tea leaves.

The first crop usually accounts for about 35% total annual tea production.

The Ministry stressed that the increase in the tea harvest was concentrated on better grade tea, except black tea, whose output declined heavily on account of a slump in exports.

Japan's green tea trade with Morocco

sputrs in barter deal for phosphate rock

Japan's green tea trade with Morocco has been following an uneven pattern, it is reported by S. Saigo, Shizuoka. But volume is rising as a result of a barter deal and negotiations with Morocco's recently established national tea agency.

After World War II, Japan rebuilt its green tea markets in North Africa, especially the Arabic areas of Algeria, Tunisia and Libya, Mr. Saigo points out.

Because of poor quality, Japan tea had continuing and powerful competition from Communist China and from Formosa. The market was maintained primarily on the basis of low price.

Among these markets, Morocco is the most stable for Japan, and takes a comparatively high grade tea. But even this market has a decidedly uneven pattern. This is clear from the following figures on Japan's green tea exports to Morocco:

1953 calendar year, 8,304,048 lbs; 1954, 4,798,264; 1955, 1,179,314; 1956, 2,492,199; 1957, 4,457,350; 1958, 1,898,979.

In May 1958, Morocco concluded a barter agreement with Japan, calling for an exchange of phosphate rock for green tea. This was one of the steps developed by Morocco in building financial independence from France, following its separation from that country in 1955.

In January, 1959, Morocco took tea imports and blending out of private hands and made these activities the responsibility of a newly established Office National du The.

In negotiations with the new agency, Japan has already arranged for shipments of more than 3,000,000 lbs. of Gun Powder and Young Chun-Mee tea to Morocco, by the end of July.

It is expected that another 4,000,000 lbs. of green tea may be shipped to Morocco by Japan by the year end. This depends, in the main, on the volume of Japan's purchases of phosphate rock from Morocco.

1898 - 1959

1959 marks our 61st year of service

HALL & LOUDON

TEA BROKERS

91 WALL STREET

NEW YORK CITY 5



Lipton's new packages for the Canadian market. The tea is blended for people who add milk. Amber colored cellophane is used inside the cartons as an overwrap for the bags, instead of white cellulose.

New Lipton Tea packages designed for Canada by Frank Gianninoto

New tea packages, developed by industrial designers Frank Gianninoto & Associates, Inc., for Thomas J. Lipton, Ltd., are appearing on retail shelves throughout Canada. Designed specifically to meet the requirements of the Canadian market, the new packages create a distinctive and dramatic image which is being integrated with Lipton's current advertising campaign in that country. Included are four sizes of cartons for Orange Pekoe and black bulk tea.

Early in the design project, Motivation Research Centre, Montreal, tested consumer reactions to both the surface and the interior structure of a variety of tea packages. The studies determined the preferences of both English and French tea drinkers, and established certain concepts to be projected into the design. Taking into consideration research findings and the brand-image objectives included in Lipton's marketing program, the designers were able to establish criteria for the ideal Canadian tea package.

It was decided, in the first place, that the new packages should have a spirit of their own and be truly Canadian. It was also agreed that a design should be developed to reflect a modern, up-to-date, high quality product: rich, hearty and full of strength.

The resulting design forcefully expresses these concepts. It is strikingly different from any tea package on the market—in Canada or elsewhere. Shaded orange—clear and light at the top, deep and rich below—is used as a background for the Orange Pekoe packages; the black tea cartons, which have a new "tea-box" shape, are a warm, hearty maroon-brown.

The overall design is essentially typographical and has a hand-lettered look. Bold block letters in black on the orange box, in orange on the brown one, make the name "Lipton" readily legible. Product information appears in white, and a small vertical line of script repeats the advertising message, "the hearty tea with a lift that leaves you relaxed." All copy is given in French on one face and two end panels, in English on the others.

A key symbol on all packages is a gold seal on which is

superimposed a stylized version of the two top leaves and the bud. Gold is repeated as a border along the edges of the assembled carton, giving it a sturdy, permanent look.

The new packages also provide structurally what research had shown consumers look for: preservation of freshness, neatness throughout use, convenient dispensing.

Packages are produced for Lipton by the Carton Specialties Division of the Hinde & Dauch Paper Co., Ltd. and Filey Hall Paper Box Com., Ltd. Needham, Louis & Brorby, of Canada, Ltd. is the advertising agency.

75th anniversary is celebrated

by Irwin-Harrisons-Whitney

Seventy-five years ago, Irwin-Harrisons-Whitney, Inc., was founded in Philadelphia. The company's office in that city has been located in the same building—at 50 South Front Street—ever since.

Since the launching of the company in 1884, it has long been among the leading tea importers in the United States.

The Philadelphia offices have been continued without interruption, but for many decades the headquarters have been in New York City. Offices are also maintained in San Francisco, Boston, Chicago and Shizuoka, Japan, and associated offices are located in principle tea producing and consuming countries around the world.

Three generations of Irwins are identified with the history of the firm.

Pierson C. Irwin, who is now the president, is the son of R. F. Irwin, who had a leading part in the company's early development.

Pierson C. Irwin, Jr., is vice president of I-H-W. He is also president of the Tea Association of the U.S.A.

The company's secretary treasurer, Edward A. Doelp, makes his headquarters in Philadelphia.

In addition to the P. C. Irwins, senior and junior, directors include Albert Guarino and Russell Morse, New York City; Robert F. Irwin, Jr., Philadelphia, who is also the firm's attorney; John R. Irwin, Chicago; H. J. Williams, Montreal; and R. J. Duncan, London.

The company was founded as Irwin & McBride by A. P. Irwin and James W. McBride. Three years later, in 1887, it absorbed John H. Catherwood & Co., Philadelphia tea importers, and in 1890 it became the Irwin-McBride-Catherwood Co. In 1904 the name was shortened to A. P. Irwin & Co. This reflected withdrawal from the business of both Mr. McBride and Mr. Catherwood.

Ten years later a merger was arranged with the United States interests of Harrisons & Crosfield, Ltd., London, and the firm was changed to Irwin, Harrisons & Crosfield, Inc.

In 1924 came the final merger, with the J. C. Whitney Co., Chicago, and adoption of the present name, Irwin-Harrisons-Whitney, Inc.

"Chessee Tea Time" launched by C & O

The Chesapeake & Ohio Railway has inaugurated "Chessee Tea Time" from 3 p.m. to 4 p.m. daily in dining cars on some of its passenger streamliners.

All passengers are invited to the dining car during that hour to relax and enjoy tea, coffee, milk or orange juice, with cookies "on the house."

Tea Movement into the United States

(Figures in 1,000 pounds)

	March 1958	April 1958	May 1958	June 1958	July 1958	Aug. 1958	Sep. 1958	Oct. 1958	Nov. 1958	Dec. 1958	Jan. 1959	Feb. 1959	March 1959	April 1959	May 1959	June 1959
Black																
Ceylon	2,742	3,915	4,412	2,678	2,148	3,989	3,478	4,401	3,834	3,750	3,692	3,051	3,889	4,775	4,096	4,368
India	3,445	2,714	2,272	2,271	1,935	1,188	1,927	2,327	2,145	2,925	2,501	2,686	3,828	2,589	3,053	1,953
Formosa	344	311	480	362	651	607	694	733	435	927	453	494	319	433	515	736
Africa	510	358	529	526	561	380	241	198	288	439	450	508	501	609	891	785
Indonesia	1,178	1,547	1,836	1,664	1,793	787	993	858	750	1,556	1,361	1,355	1,069	1,280	1,380	1,453
Japan	58	21	56	29	15	61	36	57	5	5	123	37	57	14	15	15
Misc.	598	299	207	411	340	241	272	594	217	346	424	328	546	430	217	638
Green																
Japan	119	34	29	236	351	487	223	433	36	77	47	44	90	40	55	93
Misc.	7	6	...	13	1	4	45	1	15	6	12	5	...	1	1	2
Oolong																
Formosa	36	5	11	8	11	31	32	43	56	14	21	31	13	26	34	20
Canton	12	1	...	3	3	24	8	26	15	13	9	4	4	2	4	3
Sentd Cntr	8	4	3	6	7	3	4	6	4	7	12	2	2	12	5	7
Mixed	8	4	5	9	16	6	10	22	12	20	13	28	5	14	19	5
TOTALS	9,065	9,219	9,840	9,216	7,832	7,806	7,963	9,697	7,819	10,085	9,118	8,573	10,323	10,225	10,286	10,078

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

Tea imports into U. S. up 6%;

Ceylon holds lead as main source

Tea imports for the fiscal year ending June 30th, 1959, were 6% higher than in the same period last year, according to figures released by the U. S. Tea Examiner's Office.

Imports reached 109,809,995 lbs. in the 1958/59 year. This compares with 103,174,425 lbs. the year before.

Except for a small amount of Oolong, black tea accounted for all of the gain.

Ceylon remained the principal supplier, shipping 4,000,000 more pounds this year than last.

Teas from Ceylon passed for import into this country in 1958/59 reached 45,471,512 lbs. In 1957/58, the figure was 41,590,260 lbs.

India's total in both years was relatively constant at a little over 29,000,000 lbs.

Imports from Formosa, Africa (which includes British Africa, Portugese Africa and the Belgian Congo) and Brazil increased, while those from Indonesia and Japan remained about the same, all of the examiner ports sharing in the increase.

New York was up about 4,000,000 lbs. to 90,771,289; Boston gained 500,000 lbs., for a total of 7,817,777 lbs.; San Francisco rose 1,300,000 lbs., for a volume of 11,204,444 lbs.

New York's total included 33,091,963 lbs. from outports.

The amounts through the larger of these ports include: Galveston and Baltimore, 2,863,211 lbs.

Pakistan nearly doubles tea

exports in 1958/59 tea year

Pakistan exported a total of 9,860,000 lbs. of tea during the 12 months ending May 31st, 1959.

All except 77,000 lbs. was purchased by the United Kingdom.

These figures are given in the International Tea Committee's monthly statistical report, published in London.

During the same period of 1957/58, Pakistan's total exports were 5,182,000 lbs. Britain's purchases amounted to 4,052,000 lbs. The British market for Pakistan tea has thus more than doubled in a year.

say
which

tea has both:



Brisk Flavor! First, drinking Lipton Tea relaxes you. Then, its brisk flavor picks you up.



Exclusive "Flo-Thru"® Tea Bag! Lets all the brisk Lipton flavor come through.

Answer: Lipton, of course!

What does the term "Orange Pekoe" really mean?

The origin of the word "Pekoe" is Chinese and means soft, fine, downy hair. Even today the words, "Flowery Pekoe," denote the nearly white, unfermented leaf-buds which are covered thickly with fine hair. Flowery Pekoes come from the provinces of Paklum and Ching Wo.

The description "Orange Pekoe" originated much later, at a time when people started to drink black tea. For this purpose, the young leaves and buds were allowed to oxidize. Under the influence of the oxygen in the air, the leaves change to a reddish color. The "fermented" (as the process is wrongly called) leaves are then dried. The thickened leaf-juices remain black, only the hairy leaf points change to a yellow-golden color, since their juice can accumulate abundantly and caramelize in the drying process. The longish leaf with golden points or "tip" is therefore called Orange Pekoe.

Only recently has it been discovered that these hairy leaves—which for hundreds of years have been preferred by the Chinese—indeed result in the most valuable, best quality teas.

Since tiny rollers and other small-scale machinery for production have now become available, it is possible to manufacture from individual bushes for test purposes. The result is about 1/2 ounce of black tea from about 2 1/2 to 3 ounces of green leaf. This has led to the discovery that bushes with very hairy leaves usually produce the best liquoring and most flavory tea.

As a general rule, it can be assumed that more than 75% of bushes with hairy leaves result in the production of quality tea, whereas the much greater number of smooth-leaf bushes as a rule produce and propagate an inferior quality.

This knowledge has resulted in discontinuing the old-fashioned method of growing bushes from the hazelnut-sized tea seeds. The modern, scientifically trained planter carefully selects the best developed, early flushing, frost-epidemic- and parasite-resistant bushes from the millions available on a large garden, *provided* the leaves are hairy.

Selection is made for early flushing (the first and second flush fetching the highest prices), for strong development (in order to obtain a large crop), for cold-resistance, healthy growth and hairy leaves (losses caused by frost, fungi and parasites are considerable and require costly counter measures). In other words, a selection of the best quality bushes.

From these selected bushes, shoots are cut and planted. In the hills, very often 100% of the shoots take, whereas at moderate elevations and on the plains, if 5% to 8% of the shoots grow roots, it is considered a satisfactory result.

As it can be assumed with certainty that our children will only drink machine-plucked tea, which will probably be much coarser than today's hand-plucked products, this modern selective growing, which will only start bearing results in some ten years, holds out hopes that our descendants, too, will be able to drink a good cup of tea.

Armed Forces buying more tea; Association tells trade how to participate in bidding

The United States Armed Forces is buying more tea this year—2,000,000 lbs. in the first four months, compared to 1,150,063 all of last year.

Information on how to compete for this business was outlined recently by P. C. Irwin, Jr., president of the Tea Association of the U.S.A., in a bulletin to members.

All Armed Forces tea is now purchased on a central basis on bids issued by the Department of Defense through the New York Quartermaster Market Center, Mr. Irwin pointed out.

To bid, follow this simple procedure:

1. *Request to be put on list to receive bids.* Send a letter of request on your company stationery to:
New York Military Subsistence Market Center
3rd Avenue and 29th Street
Brooklyn 32, N. Y.

You will receive a reply requesting information about your firm designed to show that you are a bona fide company ready, willing and able to do business.

2. *When you are on the list to receive bids,* you will be sent a "Notice of Intent to Purchase" for each of two separate bids. *If you do not reply to either one of the two*

different "Notices," your company may be dropped from the list to receive bids. However, if you do reply, either *positively* or *negatively*, to at least one of the two, automatically you will be kept on the list to receive the next two notices.

Successful bidder and award price will be available from the Tea Association office approximately 48 hours after the bid opening date, it was explained.

Tea offerings on Nairobi market may double this year over last

The East African Tea Trade Association, sponsors and managers of the African continent's first regular tea market, anticipate that more than double the quantity of leaf will pass through the auctions between January and December of this year than last year, it is reported by The Tea and Rubber Rail, London.

In 1958 offerings were just under 6,000,000 pounds, J. N. Keech told the annual general meeting of the association.

Offerings in the first six months of 1959 are running at twice the 1958 volume, he revealed.

He pointed out, however, that with total tea production in East and Central Africa at about 85,000,000 lbs., there was no room for complacency.

copy lines for coffee and tea

(Continued from page 19)

Nescafé: The Nestlé Co., Inc.

"New Nescafé is the Self-Brewing Instant Coffee with delicious fresh roasted flavor and aroma."

"All coffee—pure coffee made from fine, choice coffee beans."

"Made by the world's most experienced makers of instant coffee."

Tea and tea bags

"For a Relaxing Stop . . . a Refreshing Start—Brisk Lipton Tea."

"The Brisk Tea—Better Because It's Brisk."

"America's Favorite Tea."

"Expertly Blended from the Choicest Orange Pekoe and Pekoe Teas."

"Iced It's Delicious—and So Refreshing!"

"The Perfect Summer Thirst-Quencher. (Iced)"

"The BRISK Tea for Better ICED Tea."

"For a Better Cup of Tea—Lipton Flo-Thru Tea Bags."

McCormick: McCormick & Co., Inc.

"Most satisfying tea in town."

"Buy the tea with the big MC."

"Taste the difference—a wonderful flavor."

"Blended from the world's finest teas."

"Protected in foil lined teabag cartons."

"Sealed in flavor."

"Enjoy the MAGIC BLEND of McCormick Tea."

Salada: Salada-Junket Division, Salada-Shirriff-Horsey, Inc.

"The only Deep-Flavor Tea."

"Contains costlier teas than any other major brand."

"Tea at its Best."

"Only 4 calories per cup (plain)."

"Exclusive Pouring Spout (package tea only)."

"A Friendly Saying on every tea bag tag."

"Nice with Ice."

"Even ice can't steal its deep-tea flavor."

Tender Leaf: Standard Brands Inc.

"Aluminum wrap protects the fine flavor."

"Rich, full flavor from fresh tea."

"Stay refreshed with sealed-in flavor."

"Rich flavor protected in aluminum foil."

"Freshness gives it that rich flavor."

"The sparkling flavor of new-blend Tender Leaf."

"The sparkling flavor protected with aluminum foil."

"The live, live, lively flavor of a fine new blend."

"Aluminum foil wrap seals in flavor."

"Zesty-rich flavor from fresher tea."

Instant tea

Tender Leaf: Standard Brands Inc.

"Iced tea instantly, no mess, no waiting, new and improved."

"New and improved way to make perfect tea instantly."

"One jar makes about as many servings as 75 tea bags."

"So economical and so easy for perfect iced tea."

"Perfect Iced Tea Every Time."

"Rich and Full Bodied."

"Makes zesty-rich Iced Tea instantly."

Nestea: The Nestlé Co., Inc.

"Nestea is the instant tea that gives premium quality."

"No mess, no waste, no paper taste."

"Delicious either iced or hot."

"Discover the delicious flavor of Nestea's premium quality Orange Pekoe and Pekoe Tea."

New tea factory opened in Mauritius

Another step in expansion of the tea industry on Mauritius took place recently.

Official ceremonies marked the opening of a new tea factory at Maurice, built for the sterling owned tea Nuwara Eliya Tea Estates (Mauritius) Ltd.

The factory has a capacity of 750,000 lbs. a year, but this volume can be doubled readily. The quickly built pre-fabricated plant was designed for easy expansion.

This is Our 75th Year of Tea Importing

IRWIN-HARRISONS-WHITNEY INC.

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJARKATA (JAVA) • LONDON (ENGLAND)
MEDAN (SUMATRA) • TAIPEH (FORMOSA)

Develop two new empty-can depalletizing machines

Two new empty-can depalletizing machines—which operate at normal line speeds and handle all types of round cans, including coffee cans—have been designed by the Continental Can Co.'s Metal R & D Laboratory's Equipment Development Department. They are available through the company's metal division sales department.

Both the manual and the standard depalletizers were developed to materially reduce packers empty-can handling costs. They are so designed that new semi-automatic features may be added in the future, as they become available.

The manual machine depalletizes cans at speeds up to 700 per minute for the 300 x 407 size, fully utilizing the operator who manually sweeps the layers of cans into the waterfall blender. It is tailored to keep capital investment at a minimum, while providing simple design, rugged, compact construction and safe operation.

Its features include a single, sure pallet stop to prevent the pallet from riding out from under the can load when fed into the machine; the ability to change the direction of pallet infeed and can discharge; flared pallet infeed entrance to assist proper alignment of the load in case the can layers are slightly uneven; etc.

The standard machine is more highly mechanized than the manual, with can handling speeds increased up to 900

cans per minute for the 300 x 407 size and less operator utilization. Among its advantages are a powered sweep arm and a can transfer (temporary storage) belt.

The sweep arm assembly is located at the tin line, affording added visibility and increased safety to personnel.

Emergency stop action can shut off the sweep arm regardless of its position. The sweep arm stops gently at each end of its travel and automatically retracts when the control is returned to neutral.

The pallet hoist is interlocked with the sweep arm so that the hoist will not raise unless the sweep arm is retracted, precluding serious machine damage.

Among the new plus features of the Standard are a longer wire mesh belt to permit continuous sweeping of cans and thereby increase machine capacity; a design which minimizes any tendency to side travel and creeping; independent variable speed drives for both the wire mesh belt and the power blender thereby offering greater flexibility in adjusting these components for most efficient operation.

Such features as powered pallet-load infeed, can layer height indexing and mechanical separator sheet removal can be incorporated into the standard unit in the field at minimum expense and equipment downtime.

Arkell & Smiths mark 100th anniversary

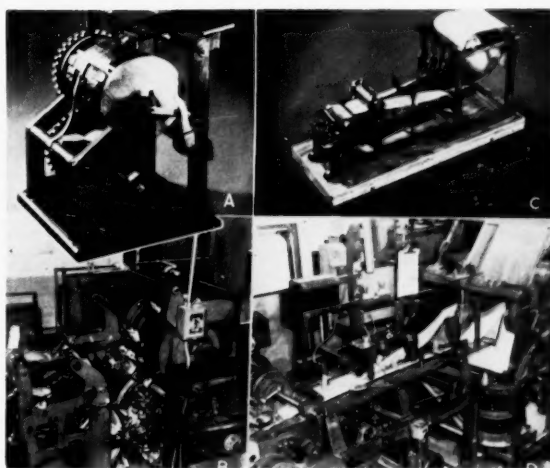
Leading citizens of Hudson Falls, N. Y., and surrounding communities joined executives and employees of Arkell & Smiths, one of the oldest makers of paper bags, in celebrating its 100th anniversary.

The celebration coincided with the completion of Arkell & Smiths' transfer of all activities to its Hudson Falls plant, which has vastly increased facilities for research, design, production and quality control in a scheduled output of over 400,000,000 bags a year.

An elaborate scroll was presented to the company by local leaders. President Robert F. Searle made the acceptance speech. A bronze plaque was presented to Chairman Sheldon S. Yates by the employees, in appreciation of his many years of leadership.

Hundreds of guests were taken on conducted tours of the six acre plant operation. They saw batteries of modern high speed machines for producing flexible small bags and multi-wall packaging containers of capacities from one ounce to 100 lbs. The company serves many fields, including coffee.

An exhibition of unusual interest comprised models of the original bag-making machines, on which James Arkell, one



Separated by a century. Above: Original models of bag machines on which patents were obtained nearly 100 years ago by James Arkell, one of the founders of Arkell & Smiths. Below: sections of modern machines where the same functions are performed (A and B, "bottoming"; C and D, tube forming).

of the company's founders, obtained patents.

The firm's history goes back to Civil War days, when it patented bag-making machines incorporating principles which are still basic in today's equipment.

The problem of transferring the operation of the plant in Canajoharie, N. Y., to Hudson Falls' without interruption of customer service was a task that presented forbidding difficulties. "Operation Consolidation" began with a carefully studied schedule for the movement of machines, so that neither plant would be without the service of essential machinery until the move was nearly complete.

Equally thorny was the problem of personnel. Since it was known that a number of Canajoharie employees did not wish to relocate, inexperienced men and women had to be trained, and there had to be a skeleton crew capable of instructing them in the use of the complex machines without disrupting normal production. Within a 60-day period, 150 workers had to be recruited and trained for their new jobs. At the same time, rigid quality control had to be maintained.

Arkell & Smiths today covers virtually the whole field of bag manufacturing, and is one of the most diversified operations under one roof in the industry. Bags of paper, acetate, foils, polyethylene and cellophane are now carried from idea and layout to final mass production.

A six-man research and product development team works closely with customers and suppliers in creating new packages and testing the quality of the hundreds of items which go into the manufacture of Arkell & Smiths' bags.

Arkell & Smiths is very much aware of the value of shelf-appearance in packaging. In addition to the large art staff, Arkell & Smiths pays careful attention to mechanical carry-through of visual package design. A battery of 32 printing presses is about to be supplemented with a new wing housing another six-unit letterpress.

Three executive promotions have been announced by Mr. Searle.

Harold A. Whitford, plant manager at the discontinued Canajoharie, N. Y., plant, was promoted to manager of the enlarged and consolidated Hudson Falls operation.

Fred J. Perkins, who was assistant plant superintendent at Canajoharie, was promoted to printing superintendent at Hudson Falls.

Frank Zverblis, formerly in charge of scheduling, has been made manufacturing superintendent.

Canco elects three new vice presidents

The American Can Co. has elected three new corporate vice presidents, it has been announced by William C. Stolk, president.

Albert O. Degling, head of purchasing for the firm's Canco Division, will be in charge of purchasing, traffic, real estate and general services for the corporation.

E. T. Klassen, in charge of Canco Division industrial relations, will handle industrial relations policies for the overall corporation.

C. F. Lausten, head of the Canco Division equipment department, will be in company-wide charge of research, development and machinery.

In addition to their new corporate responsibilities, each will continue in charge of his respective department in the Canco Division, Mr. Stolk said.

He added that Dr. Roger H. Lueck, a corporate research vice president, will continue to function in that capacity in association with Mr. Lausten.

Chart provides easy method to determine

proper rate for charging lift truck batteries

A handy chart which provides a simple method of determining the proper charge rate for any lead-acid motive power battery being charged by motor-generator equipment has been developed by Exide Industrial Division of The Electric Storage Battery Company, Philadelphia.

For use on electric industrial trucks, the chart applies to lead-acid batteries of any number or size of cells, in any state of charge, being charged on an eight-hour basis. It can be used to determine the proper rate with either shunt-wound or compound-wound generator charger equipment.

The chart can help users make sure that their batteries are being charged to full operating capacity. It also can help them avoid damaging batteries by high charging rates.

Simplified automatic pallet loader announced

A simplified, highly-efficient automatic pallet-loader said to break through the high-cost barrier has been developed by The Lathrop-Paulson Co., manufacturer of material handling machinery, custom engineered conveyors and washing systems.

The new L-P automatic pallet-loader consists of three synchronized, separately powered units—stacker, pusher and taper—and a conveyor to connect to existing production lines.

The pallet-loader costs less than half the price of other pallet loading machines. Rugged construction with few moving mechanical parts hold maintenance costs down; no electronic or hydraulic devices are necessary for operation. Labor costs are reduced because no operator is required.

Since the pallet-loader can be placed on top of the floor—it requires no pit—and can be connected to existing production lines, low installation cost is assured.

Another unique feature is a taping machine which applies a strip of pressure-sensitive tape to the top layer of units loaded on the pallet, automatically insuring maximum load stability with a space-saving straight stack system instead of an interlocking pattern.

"The new Lathrop-Paulson Pallet-Loader is designed to save labor; increase production, efficiency and safety, and reduce carton and content damage and human fatigue," Charles Barancik, Lathrop-Paulson president, said. "The Pallet-Loader eliminates calculation of pattern design and set-up required in other equipment and occupies minimum space, less than 80 square feet. And, it can pay for itself in four to nine months."

Prepare seminars for Packaging Forum

Twelve information-packed seminars head the list of features for the 21st Annual National Packaging Forum of the Packaging Institute, to be held November 16th-18th at the Statler-Hilton Hotel, New York City.

Other major events connected with the 21st Forum include a hard-hitting opening day "spectacular" program by Roy King, vice president of Food Field Reporter and editor of Food Topics Magazine; awarding of the Packaging Institute's annual citations to the company and to the individuals who have made the most significant achievements in packaging technology during the past year; the annual business meeting and election of officers of the Packaging Institute; and top-rated speakers for the daily luncheon programs and awards dinner.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

adding SPICE to the school curriculum

By MARY ATKINS

Spices offer one of the oldest ways to make foods more delightful. They also offer ways to enliven today's school curriculum. Spices can enter into any school studies and activities.

I know, for as a teacher in Maryland schools, I have seen it happen right in the classroom, my own and others.

Here is one example. We were studying the Far East, in Marco Polo's time. This was, please understand, in the lower grades. Around the classroom wall, we ran a border of paper camels. To each camel's back was fastened a little bag of real spices—each bag brought by one of the pupils from his home.

You can readily understand what a fillip the fragrance of spices added to this aspect of social studies.

In another instance, children were learning to identify spices. It was, in a way, a game. The youngsters would close their eyes, sniff at a spice, and try to guess its name.

The game added zest to meals the children were served in the school cafeteria. From the sniff-and-guess game, they came to look eagerly for the cloves on baked ham, and found new relish in spiced pears, spices in pumpkin pie, and spices in cakes.

One class was fascinated when it first saw a nutmeg. Most of the youngsters never knew the source of the spice, or that it was "the aromatic seed of a tree." In the same way, the origin of pepper was explored, with whole pepper.

Learning *where* spices come from was one way for the children to get deeper into their social studies, to learn more about other parts of the world, and our ties with them.

In the very early grades, spices can also find a productive place. In one case, cloves were used as unusual eyes in clay figures of animals. The children liked the way the eyes stood out "with boldness."

Never underestimate the response of children to such activities. One youngster exclaimed enthusiastically, "Spice adds spice to anything!" Another came through with a different version: "Variety isn't the spice of life. Spices are the spice of life."

There are other aspects to spices and teaching. In one



A classroom bulletin board set up with material on spices.

classroom discussion, the focus was on mention of spices in the Bible.

Children are very quick to realize the value of spices in use. Most of them report a spice shelf at home, some even a spice mill.

They know how spices are used in sauces, and for pickles. Moreover, through simple experiment, they find out that without cloves and cinnamon, baked apples aren't nearly so delicious.

In other dishes, which they prepare themselves, the children find that spices really *make* the dish.

At first, the youngsters felt that spices were primarily for holiday meal use. Discussion made it clear that spices are used every day, in some way, in food preparation.

As might be expected, children get to know and appreciate spices best by actually handling them. Where possible,

teachers should try to get facts and related materials from spice manufacturers or industry sources.

A spice chart, for example, might show spices in cellophane packets, each labeled with the correct name.

Spices provide art materials, too. We have seen spices applied to an adhesive paper surface, to make "pictures."

Children are intrigued by the origin of spices from so many different plant parts: cloves from the buds, cinnamon from the bark, pepper and nutmeg from the fruit (seeds), and ginger from the roots.

Spices, with their tantalizing aromas and their fascinating origins in geography as well as botany, can add welcome zest to today's school curriculum!

first "crash" promotion coffee

(Continued from page 24)

sympathetic concern for, and approval of," the decision to intensify promotion efforts.

"The National Coffee Association's awareness of the crisis in production and its readiness to cooperate in efforts to find an implement a solution are matters of record," he said.

"Our members, as American businessmen, are keenly aware of the important part publicity plays in their operations. The advertising and promotion outlays of the U. S. coffee trade exceeded \$75,000,000 a year. Naturally, we welcome the decision of the producers to increase their promotion budget.

"We salute the growers of Colombia for their leadership in making this first payment in kind towards the new program, and we are gratified to hear that Brazil's first shipment is already afloat. It is our earnest hope that the other participating countries will follow suit, so this sorely-needed and intelligently financed advertising campaign will soon be under way."

Last month's moves stemmed from a resolution adopted in Washington, D.C., on March 25th by the board of directors of the Latin American Coffee Agreement, calling on all members to contribute a proportionate share of coffee to a special \$4,000,000 promotion fund.

Under the plan, each of the 15 Latin American nations would contribute in kind the equivalent of 25 cents per bag of green coffee imported by the U. S. and Canada during the 1958 coffee year. This would be over and above the 10¢ per bag cash contributions which now support the Bureau's programs.

Scholarship grant to Cornell by Tea Council to train leaders for institutional field

A \$10,000 scholarship grant to the School of Hotel Administration of Cornell University last month made the Tea Council of the U.S.A., Inc., the first industry group to participate in the new Cornell-Industry Cooperative Scholarship Program.

At a luncheon at Statler Hall in Ithaca, marking the occasion, Robert Smallwood, chairman of the Tea Council, presented the check to Deane W. Malott, president of Cornell University, and Howard B. Meek, dean of the School of Hotel Administration.

The grant will cover the cost of a four-year education and training program for two future leaders in the institutional field.

The School of Hotel Administration of Cornell University is the first school of its kind—the only school with an integrated faculty of its own offering a complete, well-rounded hotel and restaurant management course. Since it receives no federal, state or endowment aid, it operates solely from income received from tuition. The school's buildings and equipment have been donated by the Statler Foundation.

"We in the tea industry, who are dependent upon the hotel, restaurant and institutional market for about 25% of our business, deeply appreciate the work of the School of Hotel Administration," Mr. Smallwood said. "Since its inception in 1922, the school has built an unparalleled record of achievement by sending more than 1,900 specially-trained people into the institutions field."

Today, according to Dean Meek, "the institutions market represents over \$20 billions in sales annually, making it the fourth largest industry in the country. In food and beverage sales alone, close to 25¢ of every dollar spent on food is spent for eating outside of the home. The beverages sold to the institutions field represent a market of between \$3 and \$4 billions."

Coffee controllers elected

W. Lawrence Chapman, comptroller, Standard Coffee Co., Inc., has been elected a director of the New Orleans Control of the Controllers Institute of America.

J. Lowell Johnson, assistant treasurer, J. A. Folger & Co., Kansas City has been similarly honored by the chapter in that city.

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San Francisco Samplings

By MARK HALL

■ ■ Green men here say that the market has been steady for several weeks, and while the futures market fluctuates within a narrow range, actuals remain about the same.

With plenty of coffee in sight and not much fear that a buying spree will shoot prices up, roasters are buying from hand-to-mouth and carrying light inventories.

Centrals are not much of a figure in the market, and there are few orders for the new crop. Brazil has been able to sell coffee freely. The sizable spread between milds and Brazils may last until Centrals begin to enter the market, as the shipping season opens for them. Green men often speak of the fall squeeze just before this period, but many of them do not anticipate it will happen, because of the good quality of the Brazilian crop and plentiful supplies of Colombians.

In looking into the future, which some green men try to do at times, nothing can be seen which would indicate trends in prices, because everything depends on the controls which are being applied. The more pessimistic see the good days over, with an extended period of small profits for importers. There is keen competition for the roasters' business. The time when importers could take a position is about over, for the present at least.

On the other hand, coffee roasters here are doing well. The increase in individual per capita consumption, together with the tremendous growth of the West in population, has brought outstanding growth figures to at least a few of the roasters.

Up to July 17th, Brazil shipped 233,270 more bags of coffee to the Pacific Coast than in the same period last year; Central America sent 67,630 more bags, and Colombia 2,860. A part of this increase has been at the expense of Africans, for they show a loss of 50,000 bags.

■ ■ Among those who recently did some flying to coffee countries were

Tom Barrett and Ced Sheerer. Destination: Brazil. Bob Powell included Peru and Ecuador in his itinerary.

■ ■ Jim De Armond, with Mrs. De Armond, returned last month from a three-month tour of Europe. He said it was strictly a pleasure-and-sightseeing trip, and all he knew about coffee in Europe was what he was served in hotels.

■ ■ Manning's will handle the restaurant and dining facilities at the new \$46,000,000 Kaiser Center in Oakland.

■ ■ Don't forget the coming Grace

inning. Lots of thrills, suspense and enthusiasm marked the game, and the boys did not break away until after midnight.

■ ■ Bob Sowell, for a number of years Folger's advertising manager, resigned recently to join Young & Rubicam, advertising agency, in Los Angeles.

■ ■ Folgers is going to carry on its doorbell ringing campaign in Alaska. Two questions arise. Since Alaska is bigger than Texas, how are they going to get around the state? The second question is: Does the igloo have a doorbell?

■ ■ Fred Von Scheven is the new general purchasing agent for Spice Islands. Prior to this, Fred was with the McClintock-Stern Co., in similar work. Originally he was with International-Rotterdam, for whom Fred sold coffee. The firm has since closed the coffee department. Ray Mason is handling quality control department for spice Islands.

■ ■ John Cagnetta spent some time in Houston, Texas, last month. John is the rice man for M.J.B., and Texas is a great rice state, along with other "greats."

■ ■ Bob Manning and the Mrs. spent a weekend at Pasa Tiempo, Santa Cruz, for the chief purpose of playing golf. Bob has an eye to his game at the 1960 PCCA convention.

■ ■ J. E. Delaney, who was northern California manager for Lipton's for some time, has been promoted to assistant division manager under L. D. Monroe, western sales manager.

■ ■ Jack Sassard, sales promotion and advertising manager for Schilling's, Wayne Dellinger, sales manager, and R. C. Crampton, general manager, along with managers from 22 western states, met last month in Baltimore, home office of McCormick & Co., for the annual general sales meeting.

■ ■ Ed A. Wilson, formerly with Grace & Co., was in town last month with his family. He left Grace to go into business for himself in San Salvador, and operates under the name of Brouilla & Wilson. E. A. Johnson represents them in San Francisco.

His wife is the former Jerry Coakley, who before she married Ed worked for B. C. Ireland. It was a homecoming for her.

**Diversify: A word
for the coffee executive**

See
"Mark my word"

on Page 22

party at the Orinda Country Club, September 11th. It's the number one golf party of the year, here.

■ ■ Renaldo Sardenberg, of Sardenberg, Wysling Co. e Exp., Ltda., Santos, was a recent visitor to San Francisco.

■ ■ The Western States Tea Association baseball party was a huge success. About 20 in all gathered at the Commercial Club as guests of Werner Lewald to indulge in a cocktail or two before dinner. The Fly Trap was the restaurant. The reputation of the place for fine food belies the implications of the name.

Later came the game, and it, too, was very satisfactory. The Giants beat the Chicago Cubs 6-5 in the tenth

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New York News

■ ■ "Conventionette." That's the name coined by the New York City Green Coffee Association for its fall weekend meeting. It means what it sounds like: a small convention.

That's what it will be up at Cooperstown, N. Y., the weekend of September 18th-20th, in the Otesaga Inn.

Saturday morning there will be a business session. Scheduled to address the meeting is J. R. S. Hafers, president of the Pan-American Coffee Bureau and representative in the United States of the Brazilian Coffee Institute.

The rest of the weekend the members of the trade will be getting to know one another better, in fresh and relaxing surroundings.

Saturday afternoon, for example, the coffee men will gather at the president's cocktail party.

It was emphasized that ladies are welcome at the "conventionette."

The Otesaga has an 18-hole golf course, which skirts the shore of Otsego Lake. In addition, there's a putting green, right on the grounds.

Golf is, of course, the number one sport for coffee men. But the Otesaga offers many other activities.

For example, boating on the lake, croquet, badminton, shuffleboard — to name some, and lots of similar activities. There's also a heated outdoor swimming pool which has just been completed.

Apart from everything else, there's Cooperstown itself, which has lots of fascinating places. The Baseball Hall of Fame is probably the best known. Fenimore House is a museum and an art gallery. And if you enjoy seeing what pioneer life was like, you'll find it hard to tear yourself away from the Farmers' Museum, which is much more than the name indicates.

Rates for the "conventionette," American plan, cover all facilities at the Otesaga, except golf. Figure on \$17 a day per person, for two in a room, \$20 for single occupancy.

The registration fee, per adult, will be \$10.

For golfers, greens fees will be \$4, caddy fees \$2.25 per bag. Caddy carts will be available.

Incidentally, the association's Activities Committee is working on a reduction in greens fees, if enough golfers indicate they will play.

To simplify the tip situation, a flat 15% will be added to individual bills, to be shared by the hotel's employees.

Members of the trade who are thinking of going are asked to get their reservations to the Green Coffee Association just as soon as possible.

Heading up the Activities Committee, which is handling the arrangements for the event, is Fred Barnard, chairman.

Working with him on the committee are Durand Fletcher, H. Kolm, J. J.

Malone and Fred Schoenbut.

■ ■ Aborn is a family name well known in coffee—as needs no explaining to people in the industry.

An Aborn has joined H. S. Fromme & Co., Front Street importers and roasters. He is Abbott Aborn, who has been appointed director of restaurant sales for the company.

Mr. Aborn was formerly with Joseph Martinson & Co.

■ ■ A retired coffee broker well known on Front Street died early this month.

Victor W. Nathan, a broker on The Street for 60 years, passed away at the Alexander Linn Hospital, Sussex, N. J., at the age of 86.

From 1922 to 1950 when he retired, Mr. Nathan was associated with J. E. Carret & Co.

Surviving are two sons, Herbert and Brooks Nathan, and two daughters, Mrs. Ethel Smith and Mrs. Beatrice Schutt.

■ ■ Alphons A. Muller, of Byrne, Delay & Co., has accepted chairmanship of the coffee, tea and cocoa division in the New York City USO campaign for funds.

The New York City USO Committee, formerly known as the USO Fund of New York, aims to raise \$1,600,000 for 1959. This figure is the city's share of the \$11,500,000 USO national goal needed to help carry on the established program of services to the men and women of our Armed Forces.

■ ■ A visitor in this country last month was Aguinaldo Amaral. He returned to Brazil on the Moore-McCormack ship Brasil, with a visit on the way to Barbados, B. W. I.

Mr. Amaral was here on an official mission from the Brazilian Coffee Institute to the Latin American coffee conference in Washington, D. C.

■ ■ Albert Ehlers, Jr., president of Albert Ehlers, Inc., is being honored at an industry dinner dance for the benefit of the Deborah Hospital, a free non-sectarian institution for the victims of chest diseases.

The dinner is being held Monday evening, September 28th, in the Grand Ballroom of the Waldorf-Astoria Hotel.

Because of the ever-growing waiting list of operable heart cases, especially in children, the Deborah Hospital is putting up a new heart building.

In a tribute to Mr. Ehlers, the dinner invitation says he "is one of those rare people, a New Yorker by birth and education." He is the third generation of the Ehlers family in the business founded by his grandfather.

He has been active both in industry and philanthropic and charitable drives, it is explained. He has been a director and treasurer of the National Coffee Association. He has guided the Joint Defense Appeal and HIAS, is active in the Queens Federation of Churches —and he has a deep interest in the

Deborah Hospital.

Ludwig Neugass is chairman of the industry committee. Among the co-chairmen are H. L. C. Bendiks, Jerome Neuman and Louis Furth.

Others on the committee include Simon Auskern, John Heuman, Samuel Kaltman, Michael P. Kedrovich, Max Margolies, Fred Rowland, Mortimer H. Runkel, Robert Sayia, Arthur Wesp, Jr. and many others.

■ ■ New Zealand, primarily a tea consuming country, is drinking more coffee these days.

That's the word from Alan Hutchinson, managing director of Coffee Specialists (NZ) Ltd., Auckland, New Zealand.

Mr. Hutchinson was in New York City last month, on a quick visit to check on some coffee matters.

His firm, in cooperation with an associate company, recently built a soluble coffee plant. In operation for four months now, it is the only one in New Zealand.

Coffee Specialists, formerly Hutchinson (Wholesale) Ltd., has been in the coffee business for about 50 years, although the firm also handles tea. Mr. Hutchinson has been with the company for 25 years.

The way coffee is sold in New Zealand differs from the United States pattern, Mr. Hutchinson explained to COFFEE & TEA INDUSTRIES.

In the first place, about half the volume is in bean form, out of bins in the stores.

The rest is prepack, some of it in vacuum tins. But the blend is usually a coffee-and-chicory mix, and the size of the container is mostly half pounds, rather than full pounds.

Even in the bean form, the average retail sale is much smaller than here. Most are one-half pounds, but one-quarter pounds are also common.

Oddly enough—from the U. S. viewpoint, that is—Coffee Specialists urges consumers to keep the unit purchase small.

"This way," Mr. Hutchinson explains, "the coffee they use is fresher. We want them to come back for fresh coffee more frequently."

The instant coffee turned out by the new plant is packaged in tin, rather than glass, and Mr. Hutchinson says it works out fine.

He reports that the response to the instant coffee by this island market of 2,000,000 people has been excellent.

For several years now, Mr. Hutchinson indicates, coffee consumption has been on the increase there. In 1958, it reached 1.1 lbs. per capita.

In some ways, the coffee roaster in New Zealand seems to face more complications than his counterpart here.

The roaster there supplies beans in many varieties and roasts. Mr. Hutchinson's firm, for example, makes available 25 different blends and roasts!

He describes Coffee Specialists as "merchant merchandisers." This indicates that they distribute through wholesalers, rather than directly to the stores.

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New Orleans Notes

By W. McKENNON

■ ■ Plans have been announced here for construction of a multi-million dollar coffee processing plant by J. A. Folger & Co. It will be located on a 20-acre site near the junction of Chief Menteur Highway and old Gentilly Road.

Construction is expected to be completed by midsummer 1960.

August Perez, Jr., of Perez & Associates, has been named architect for the new structure.

Joseph S. Atha, president of Folger, said the plant will be the "latest, most modern and one of the largest coffee plants."

He said New Orleans was selected because of its port, second in the nation, and its proximity to the coffee-producing countries of Central and South America.

Mayor Morrison, in a joint announcement with Mr. Atha, said the Folger plant is the kick-off for new expansion in the New Orleans East area. He added: "We salute this new industrial plant as the beginning of a tremendous industrial expansion."

"The building will be one-story, with a concrete exterior and a brick veneer.

■ ■ The members of the coffee trade were invited by the Green Coffee Association of New Orleans to meet on the floor of the Board of Trade last month, to talk with Joao Ribeiro, Jr., secretary of agriculture of the state of Parana, and J. R. S. Hafers, U. S. representative of the IBC and also president of the Pan-American Coffee Bureau.

The purpose of the meeting was to discuss with Mr. Ribeiro and Mr. Hafers earlier meetings in Washington concerning the proposed coffee agreement, as well as recent modifications in Brazil's interior coffee policy.

Mr. Hafers said in an interview that coffee growers were producing more coffee than the world needed. Therefore, the price of coffee was now lower than it's been since 1949 and the market was unstable.

"If a world agreement to limit exports were signed," he said, "It would not necessarily mean the retail cost of coffee would go up. Instead, the agreement would create an atmosphere of confidence in the market and balance production with consumer needs.

"Vigorous internal financing already has stabilized the coffee market in Brazil. Because Brazil is the greatest coffee producer in the world, this already has had its effect in other countries.

"We're trying to build this same feeling of confidence—a feeling of greater security—throughout the world."

He was interviewed in the offices of Leon Israel & Bros., Inc.

■ ■ E. H. Lockenberg, former general manager of the Port of New Orleans, became an honorary member of the Gulf Ports Association here in July. It is the first time the association has bestowed such an honor, and a framed copy of the resolution declaring him an honorary member was presented to Mr. Lockenberg at a luncheon given at the International House in his honor. The presentation was made by James H. Hartzog, association president.

Mr. Lockenberg has been active in the affairs of the Gulf Ports Association since its organization, and has served as president and director. He first became connected with the dock board in 1922.

■ ■ Floyd Keen, of Hanemann & Cummings, has returned from a vacation in Virginia with his family.

■ ■ Funeral services were held here for Richard G. Drown, 77, who had been ill for six months.

Mr. Drown was associated with the American Coffee Co., Inc., for 35 years and was vice president and general manager of the firm when it changed hands in 1940. He then became manager of the New Orleans office of E. B. Muller & Co. chicory growers and manufacturers.

At the time of his death, Mr. Drown also operated a manufacturer's agency under his own name.

He was an organizer and charter member of Post New Orleans Travelers Protective Association and was elected president of the group's Louisiana division in 1949.

He is survived by two daughters, two sisters and a brother, all of New Orleans.

■ ■ Elias C. Yuga, of Honduras, was a business visitor in New Orleans recently.

■ ■ Larry Guerin, director of public relations for the Lykes Brothers Steamship Co., has been elected presi-

dent of the Propeller Club, to succeed retiring president Lloyd Strickland.

Other officers are Capt. Thomas L. Lewis, board member of Port Commissioners, first vice president; Fred Wendt, Mississippi Shipping Co., second vice president; Salvatore Gialanza, Waterman Steamship Corp., treasurer; and R. H. McCrocklin, secretary-treasurer New Orleans Board of Trade, secretary.

Board members are Captain J. R. Ayers Jr., Ayers Marine Service, Inc.; Jean Demeaux, Lykes Brothers; Perry Doerr Jr., United Fruit Co.; Capt. Thomas King, U. S. Maritime Administration; Capt. Robert Nichols, Gulf & South American Steamship, Inc.; Franklin Schilling, American Creosote Works, Inc.; Walter Williams, Waterman Steamship Corp.; James C. Wagstaff, Standard Fruit & Steamship Co.; and McVey Ward, New Orleans Steamship Association.

■ ■ Funeral services were held last month for Edward E. Lafaye, 79, vice president of J. Aron & Co., Inc., who died unexpectedly, while he was having breakfast, apparently from a stroke.

Mr. Lafaye joined J. Aron & Co., Inc., in 1920 as vice president. He was a former president of the Green Coffee Association here, and active in several Carnival organizations.

One of his sons, Edward A. LaFaye, is also a vice president of J. Aron & Co., Inc.

The deceased is survived by his widow, the former Julia Berkery; another son, Albert E. Lafaye; three daughters, 15 grandchildren and four great-grandchildren.

Active pallbearers were W. Boatner Reily Jr., J. W. Reily, Sr., W. B. Burkenroad, Jr., J. R. Aron, C. J. Tessier, Monte M. Lemann, George G. Westfeldt and Dr. Neal Owens.

Honorary pallbearers were Jacob Aron, John Legier, Edgar R. duMont, M. H. Badt, C. A. Spurl Jr., John Finney, W. B. Reily, III, and J. W. Reily, Jr.

■ ■ Tom Buckley, of Buckley and Forstall, has returned from a business trip to the interior.

■ ■ Angelo Petheriotes, of the Petheriotes Bros. Coffee Co., Houston, Texas, was a recent business visitor in New Orleans.

Coffee bars

Coffee bars are a distinctive feature of Buenos Aires. Most are long, horse-shoe-shaped affairs, with hundreds of tiny cups waiting invitingly around the rim. Clients drink standing.

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Coffee

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Southern California

By VICTOR CAIN

■ ■ Don Dunn, of Haas Bros., San Francisco, was in Los Angeles, calling on all the local roasters.

■ ■ John Madden, formerly with the firm of Otis, McAllister in Los Angeles, and now in the wholesale drug business, took the final step into the state of matrimony. John was very well thought of when in the coffee business, and all the men in the trade wish him the best of happiness.

■ ■ Beck Rowe, of E. A. Johnson & Co., San Francisco, was another visitor to Los Angeles, to see the coffee roasters.

■ ■ The Los Angeles Coffee Club held its annual summer dinner dance at the Los Coyotes Country Club. The man responsible for the success of this grand affair was Bud Dominguez. He is president of the Los Angeles Coffee Club and associated with J. A. Folger & Co., Los Angeles.

The dinner dance was very well supported by those in the allied trade, but fell short in attendance by those in the coffee business.

■ ■ Moore-McCormack Lines hosted a cocktail party honoring Captain and Mrs. D. B. Geddes, vice president of Moore-McCormack Lines. He is presently in charge of the Seantic Line operation, as well as the Pacific Republic Lines. It was nice to see Captain Geddes, who is an old friend to us in the Los Angeles area.

■ ■ Jack Berard, vice president of American Instants, Inc., Morris Plains, N. J., in Los Angeles for a short stay, to call on the coffee trade.

■ ■ Walter Dunn, of the Dunn & Cain Co., flew to San Francisco to attend a directors meeting of the Pacific Coast Coffee Association. The direc-

tors tendered luncheon to J. R. S. Hafers, U. S. representative of the I.B.C. and president of the Pan-American Coffee Bureau, and to Joao Ribeiro, Jr., Secretary of Agriculture of the State of Parana, Brasil.

■ ■ Jim Knecht, formerly associated with his father, H. O. Knecht, was recently in from New Mexico, where he has just completed an engineering course and received his degree. While here, Jim called on several of his friends in the roasting trade.

■ ■ Brit Johnson, president of Otis, McAllister, San Francisco, was among the visitors to Los Angeles.

■ ■ Roy Farmer, president of the Farmer Bros. Co., took his family to their ranch in Baker, Oregon, for a vacation of several weeks.

■ ■ Gene McMaster, of the Farmer Bros. Co., announced the arrival of a baby boy, Dennis Eugene, who weighed in at 6 lbs., 8 oz. Both mother and son are doing very well.

Chicago

By HARRY LANE

■ ■ John F. Farr has been appointed director of the newly created food service department of the Automatic Canteen Company of America. Robert C. Erikson has been named manager of the Cleveland branch of the company and Clarence M. Landis assistant manager of the Chicago branch. John J. Meier is now national supervisor for the Mid-Atlantic and New England territory. Hugh M. Wilson is sales manager of the newly established southwest sales department, and William A. Sharp heads the North Atlantic sales territory.

■ ■ Richard J. Cummings has been appointed manager of the expanded coffee vending department of the Richeimer

Coffee Co., Chicago. He has been with the firm for the past four years. Robert Richeimer is president.

■ ■ The Automatic Foods Corp., Chicago, has a new coffee vender, which they have named the Barwend.

■ ■ Max Stramer has joined the vending sales department of the Superior Tea and Coffee Co. He is well known to the vending trade and will work under direction of Earl Cohn, executive vice president of the company.

■ ■ Carl R. Broede has been elected to take over the management and marketing responsibilities of Helmco, Inc., and its subsidiaries. Mr. Broede was vice president and director of marketing before his promotion. He was formerly with Armour & Co.

"Hot as fire"

(Continued from page 31)

Manager Chris Christensen, San Francisco District Sales Manager Floyd Pope, Denver Territory Sales Manager Frank Watson, Seattle District Sales Manager Win Lawson, Seattle Territory Sales Manager Bud Lehman, Advertising-Merchandising Manager Tommy Thompson, Product Manager Mag Bohm, Associate Product Manager Nick Anderson, and Product Assistant Bob Bauman. From Ogilvy, Benson & Mather were Account Supervisor David Crane, and Account Executive Bill Phillips.

Maxwell House Western Blend received a "hot as fire" reception at this meeting and the salesmen in the Denver and Seattle Territories immediately began to plan their presentations of the new coffee to their customers.

Initial sales results are most encouraging, and represent the most rewarding part of this early story of Maxwell House Blend, the publication said.

changes in Brazil's financing

(Continued from page 40)

basis as this year—at average prices ruling during the last 30 days of the crop year.

The superintendency of currency and credit authorized the raising of the coffee-dollar rate from 69 to 76 cruzeiros.

"Exchange modifications with respect to coffee, which were put into effect in Brazil on July 1st, were an important and essential step in adjusting returns to the individual coffee grower," Mr. Hafers told the West Coast meeting. "The coffee policy of the Brazilian government is one of definite price stability for the benefit of both producers and consumers. This aim is being achieved not only by the steps being taken internally by Brazil but also by the present efforts of the other Latin American producing countries."

Coffee on wheels

In Copenhagen, Denmark, a large department store acquired a municipal tram and installed a real coffee bar in

the aisle. Then it was sent around the city early one rainy morning.

As it made its regular stops, the amazed citizens—who had expected nothing more from this dull morning than getting to work on time—were treated to the sight of a pretty hostess inviting them aboard for a no-charge ride to the office as they sipped hot coffee, and promote it did!

Nearly 90% of Mexico's coffee exports went to U. S. in 1958, review shows

Nearly all of Mexico's coffee exports went to the United States in 1958—89.46% to be exact.

This is one of the facts shown graphically in a report on coffee statistics for 1958 issued by the Instituto Mexicano del Cafe.

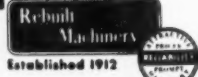
The report has attractive color charts and diagrams which make readily understandable such facts as coffee exports by continent and country of destination, ports of export and number of exporters, coffee's share of total exports, etc.

Classified Exchange

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Large food company in Upstate New York seeks man with some experience in coffee buying, forecasting, production planning. Applicant should have college degree in economics or business administration plus knowledge of commodity markets. Must have ability to assume all duties of Coffee Product Manager within minimum period of time. Send detailed resume and salary requirements to Box 77, c/o Coffee & Tea Industries. All replies treated strictly confidential.

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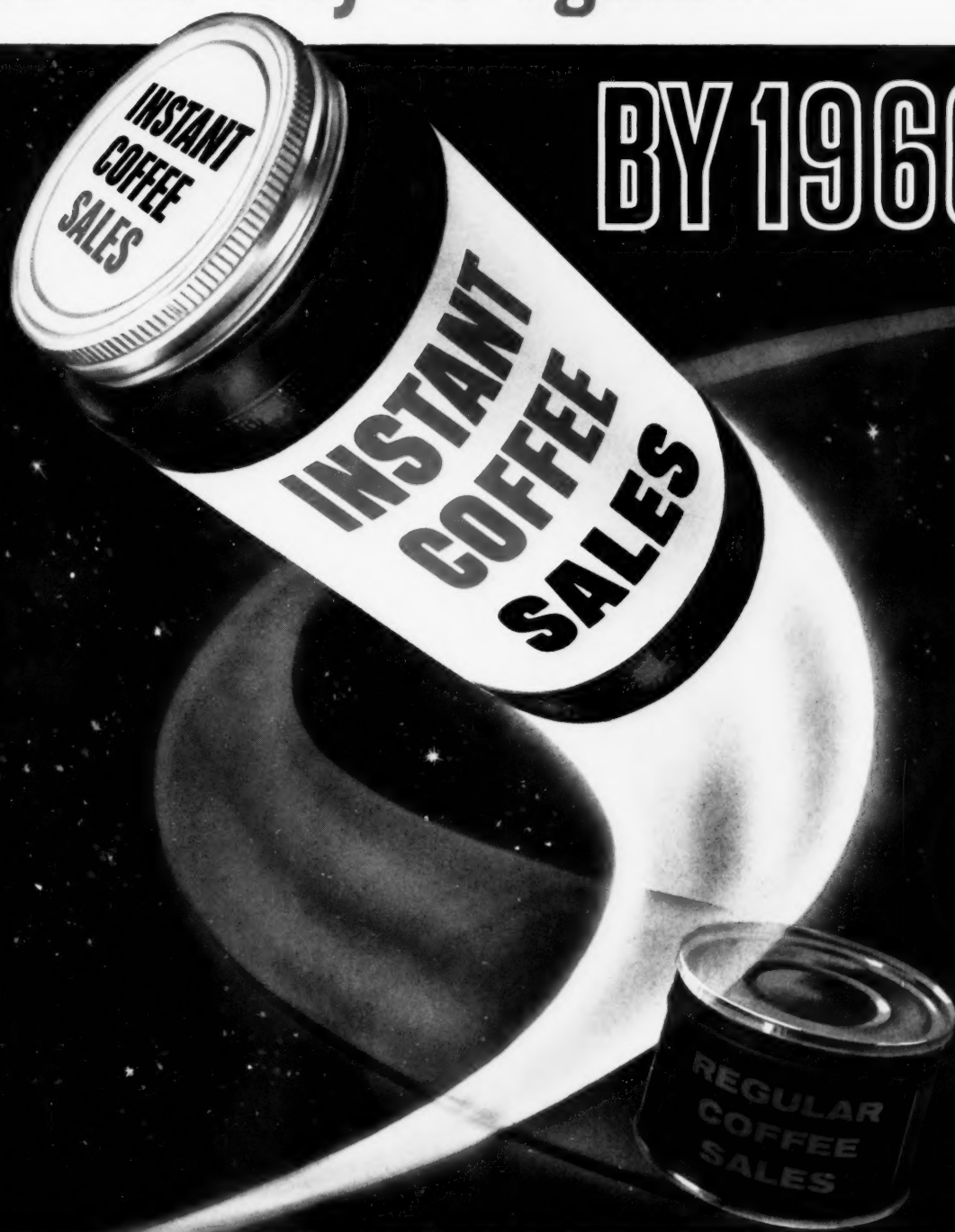
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